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AFFECT OF STORE ENVIRONMENT ON SHOPPING BEHAVIOUR

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THE AFFECT OF STORE ENVIRONMENT ON CONSUMER BEHAVIOUR

Tavoitteet

Houkutteleva ja asiakkaita puhutteleva palveluympäristö on muodostunut yritysten keskeiseksi kilpailukeinoksi. Palveluympäristön vaikutuksen aliarvioiminen on kuitenkin yhä yleistä. Useat yritykset ovat vastahakoisia investoimaan myymäläsuunnitteluun ja luottavat pelkän tuotteensa voimaan laatu- ym. mielikuvien luojana. Tutkimuksen tavoitteena oli osoittaa tarpeenmukaisen palveluympäristön vaikutus asiakkaiden viihtyvyyteen ja ostokäyttäytymiseen. Tärkeä osa tutkimusta oli tutkia sekä ympäristötekijöiden vaikutusta ihmisten tunteisiin että tunteiden vaikutusta lopulliseen käyttäytymiseen. Tavoitteena oli myös löytää sopiva syy-seuraussuhdekaavio, joka osoittaisi ympäristöelementtien vaikutuksen asiakkaiden ostokäyttäytymiseen.

Tutkimusmenetelmä

Tutkimuksen empiirisen osan tarkoituksena oli testata mallin paikkansapitävyyttä ja käyttökelpoisuutta eli selvittää, tukeeko tutkimuscase lähdeaineiston olettamusta ympäristön vaikutuksesta asiakkaiden ostokäyttäytymiseen.. Kvantitatiivinen tutkimus suoritettiin lähes kokonaisuudessaan yhden päivän aikana Lundian Mäkelänkadun myymälässä, jolloin tavoitettiin lähes kaikki kyseisen päivän asiakkaat. Kysymyslomakkeen vastaukset analysoitiin kvantitatiivisesti SPSS-ohjelmaa apuna käyttäen.

Tulokset

Ympäristö vaikuttaa asiakkaisiin monella eri tasolla. Värit, valot, äänet, tilan tyyli ja sosiaalisen kommunikaation taso yhdessä muodostavat myymäläympäristön, jota asiakas sen hetkisen tietonsa ja tuntemuksensa valossa tulkitsee. Asiakkaan tulkinta ympäristöstä johtaa tunnetasoon, joka ollessaan optimaalinen rohkaisee häntä tutustumaan ympäristöön ja sen tuotteisiin, ja ollessaan liian korkea tai matala saa hänet hakeutumaan pois.

Tutkimuksessa todettiin, että stimuloiva ympäristö nostaa asiakkaan ostoajomuksia. Miellyttäväksi koettu ympäristö nostaa sekä ympäristön stimuloivuutta että asiakkaan kokemaa tunnetta tilanteen hallinnasta. Voidaankin sanoa että onnistunut myymäläympäristö on kohdeasiakkaansa mielessä ennen kaikkea miellyttävä, mutta myös innostavan virikkeellinen ja hallittava.

Avainsanat

Ympäristöpsykologia, kuluttajakäyttäytyminen, myymäläsuunnittelu, design management

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Objectives

An attractive service environment has become a central competitive advantage for companies. Undermining the affect of a store environment is however still common. Many companies are not willing to invest in environmental design, but rather rely only on the power of the product sold in making the first impressions of quality etc. The objective of this study was to indicate the affect of a suitable service environment on consumer buying behaviour. Therefore, an important part of the research was to examine both the affect of environmental elements on human emotions and the affect of emotions on final behaviour. A sub goal was also to create a suitable model to explain the influence of environmental elements on customer buying behaviour.

Methodology

The objective of the empirical part was to test the validity and usefulness of the model, i.e. to find out whether the empirical case would support the theoretical assumption on environments affect on consumer behaviour. Quantitative research was basically carried out during one day at Lundia Mäkeläncatu store and almost all the customers took part to the study that day. The data analysis for the questionnaire was quantitative and conducted by SPSS-program.

Results

Environment affects the customers on many levels. Colours, lights, sounds, style, space and social communication together form the store environment that the customer based on her situational feelings and knowledge deems. The customer's perception leads into level of emotion that in its optimum encourages her to approach the environment and its merchandise and other vice makes her leave.

The study showed that arousing store environments enhance customers' buying intentions. A pleasurable environment intensifies both the perception of arousal and personal control over the situation. It can thus be said that a successful store environment is perceived fore most as pleasing, but also very inspiring and controllable.

Key Words

Environmental psychology, consumer behaviour, store design, design management.

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1 INTRODUCTION

1.1 Background

In today's Western world shopping is becoming a way to spend leisure time – to relax and to indulge oneself – to a growing amount of consumers. This means that unlike in the past the retailers are now facing competition for customers time and money from new and unexpected directions: the internet or generally media, art galleries, restaurants and travel agencies are a few examples of the new rivals that are now offering alternative magnets for the customers attention. (Boedeker 1997, 13; Lam 1998, 2; Lamacraft 1998, 3) As a consequence, millions of euros are spent each year in designing, building and rebuilding stores. In a market of fierce competition and constant change, retailers must be certain that their stores are up-to-date and portray an image that is appealing to their target markets. This poses a challenge to the design of store environments that should try to deal with constant change.

The definition of store environment includes everything from physical design and décor elements to background music and quality of service. The combined effect of all the environmental elements, also called atmospherics, has been studied since the 1970's, and its importance has been well approved by e.g. architects, interior designers and sometimes even by retailers (Boedeker 1997, 51). It has been shown, for example, that the store environment significantly affects sales, product evaluations and customer satisfaction. (Bitner 1995, 233; Lam 1998, 39; Spangenberg et al. 1996, 67) Emotions that arise from positive reaction to some environmental stimuli (e.g. colours and music) may get transferred to the products (Lam 1998, 10) and thus increase their sale. In fact it has been shown that in some cases the store environment may be even more important in determining store choice than the products sold in the store. For instance a study by Darden et al. (1983) found that consumers' beliefs about the physical attractiveness of a store environment had a higher correlation with patronage intentions than did merchandise quality, general price level and

seven other store or product related factors. According to a Finnish researcher, Mika Boedeker, studies about consumers store choice criteria have revealed that store atmosphere and its physical features is the third most important factor when the consumers are choosing where to do their shopping. More precisely, the findings of these studies indicate that the factors influencing the retail store choice are:

1. prices,
2. product selection,
3. atmosphere and physical features,
4. location and accessibility,
5. service,
6. personnel,
7. product promotions, and
8. convenience, in this order. (Boedeker 1998, 36)

Of these factors the third one, atmosphere and physical features, indicates clearly the importance of interior design in the retail environment. In addition to that, also products (2.), personnel (6.), product promotions (7.) and convenience (8.) serve as sources of environmental stimuli producing emotional experiences and thus also initially affect the customers shopping behaviour.

1.1.1 Store environment in the context of design management

The image that the company desires to have is never exactly the same as the one that is created in the minds of customers and other reference groups. The recipient always decodes the message sent according to his or her individual personality traits, i.e. attitudes, beliefs and knowledge. (Poikolainen 1994, 27) Therefore, since all customers have different preferences and emotions that affect their perception, an attractive and sensually stimulating interior is not always a successful interior as well.

The key factor in store design is individuality, since there are no ideal atmospheres that would suite all the retail outlets. A retail outlet has to have its own individual atmosphere, which reflects the image that it wants to give to the customers (Donovan & Rossiter 1982). The creation of individual atmosphere and image begins with a profound understanding of company identity. Company (or corporate) identity is the same as its personality. It consists of organisation's core values, its basic assumptions and its position to the elements like vision, goals and objectives and business strategies. (Poikolainen et al. 1994) Creation of a consistent desired image of the organisation requires consistent and logical management of the company identity, because image is the impression that the customers and other reference groups finally form of the company.

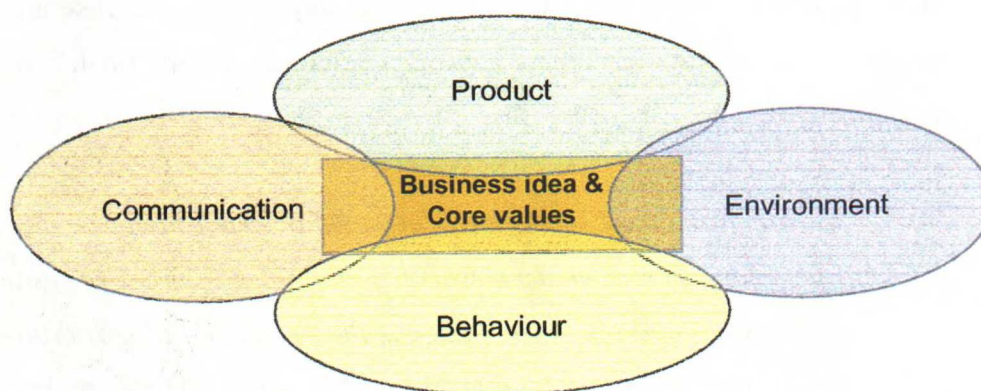
“Identity is the total sum of ways in which a corporation presents itself to the public, its customers, workers, the press, sources of insurance and banking, and investors. Image is the perception of corporation by all the above groups.” (Walter P. Margulies, referred to by John Heskett in course material at Copenhagen Business School, 2000)

The individual image and atmosphere is managed by design management, which aims at creating and strengthening the wanted company image by controlling all the messages sent by the company. Design management is an ongoing process that ultimately aims to improve the success of a company. (Poikolainen et al. 1994) It is thus a way of thinking that should permeate through the whole organisation.

Design management links the store environment strongly to the company strategy. According to the concept of design management, the design of the store environment should reflect the basic foundations of the company. In other words the aim of environmental design is to translate the company identity into clear and understandable messages to the customers. It is important that all the elements from product selection and price range to interior design and service

level are in synergy to create a clear company image. Advertising, graphics (from shopping bags to logo), direct mail, storefront, windows and the ambient environment of the store itself should thus be closely co-ordinated (Barr & Broudy 1990) and so should all the other elements ranging from product selection to sales personnel behaviour, too. All these elements are usually grouped into product, communication, environment and behaviour, and co-ordinated by design management (see figure 1).

Figure 1 *Elements affecting the corporate image*



1.1.2 Environmental design as an unvalued part of differentiation strategy

Although competition for the customers' time and interest is growing, the environmental design seems not to be as valued part of the differentiation strategy as e.g. advertising. The managers may put a lot of money in the advertising campaigns, whereas the decisions concerning the interior design are often left to much less consideration. The physical environment is typically considered to have much less motivational value to employees than pay scales, promotions, benefits and supervisory relationships, even though many researchers have stated (e.g. Poikolainen 1994, 157) that good environmental solutions can affect the employee satisfaction immediately. Similarly, on the consumer side variables such as pricing, advertising, added features and special

promotions are used much more commonly to attract customers than the physical store environment. (Bitner 1995, 234)

The unvalued role of environmental design is seen also in the actual design process of new store environments. In the cases where companies actually have hired an interior architect to create the environment, it has not been unusual that the interior designer has been contacted in a very late phase of the planning, where his or her role has merely been to choose the colours and the furniture. It is thus often the business-oriented part of a company, not the experienced designers, who more or less decide the style and looks of the store environment.

1.2 Objectives of the Study

The evaluations made in the previous chapter clearly indicate the need for evidence of the positive link between interior design and business performance. The purpose of this study is thus to examine, whether interior design affects customers buying behaviour. It is expected that a better understanding of the influence of an environment on consumer behaviour will convince the managers and retailers that interior design is a worthwhile investment.

This study examines the effects of interior design on customer behaviour and the main question of this study is:

1. How does the shopping environment affect shopping behaviour?

The study will also address the following sub-questions:

2. What is the connection between environmental stimuli and shopping behaviour?
3. What kind of emotions and behaviours do the environmental elements generate in people?
4. How do the customers' personality characteristics affect their perception of the environment?

This study focuses mainly on retail outlets that have an aspect of recreation in the behaviour of their target group. With this it is meant that most supermarkets and other retail outlets that have their general attractions in e.g. good accessibility, a massive range of products, and/or cheaper prices, are not in the centre of attention. Nevertheless, most of the issues discussed in the study apply to this kind of retail outlets as well.

The discussion about retail environments is dependent also on the viewpoint: whether it is the retailers' or the customers' point of view. From the retailers' perspective interior design of retail environments is primarily an attempt to increase purchases by influencing the customers' emotions and thereby also behaviour. From the customers' point of view the retail environment is a source of information to assess quality and gain information. (Tai & Fung 1997, 312) This study addresses the environment mainly from the retailers' standpoint.

1.3 Structure of the Study

Analysis of the environmental stimuli and the emotional states it creates will be solely on theoretical level. Thus, the empirical investigation is derived from the customers' emotional structures and perceptions on the retail characteristics.

This study is divided into three parts: the introduction (chapter 1), the theoretical part (chapters 2 to 5) and the empirical part (chapters 6 to 9).

The theoretical part comprises of five chapters. Chapter 2 concentrates on the store environment, giving a description of the characteristics of a retail outlet and presenting the various environmental elements. Chapter 3 directs the discussion to the customers' personality by showing how the human emotional states and behavioural responses are affected by the environmental stimuli. Chapter 4 discusses the social aspects of a store environment, addressing both

the physical service environments and the social factors in service situations. The theoretical part of this study concludes in Chapter 5, which ties the previous chapters together and shows the connection between the environment and the customer shopping behaviour. This chapter also presents the framework explaining the environment-customer relationships, which will be used in the empirical part of the study.

The aim of the empirical part is to find out whether the interior design seems to affect the customer's emotions, feelings and thus behaviour. The empirical part begins by presenting the methodology used in the research in Chapter 6. The results of the case study are presented in the Chapter 7 called Findings and Discussion. The report closes with the Conclusions, which highlights the main findings of this research, points out its managerial implications and makes some suggestions for further research.

2 SHOPPING ENVIRONMENT

An environment is a concrete message of the corporate identity. It is a visually affecting physical whole, which includes elements such as architecture, interior design, signs, company vehicles and clothing. It is important that all details are designed according to the aimed corporate image and co-ordinated with other environmental elements. (Poikolainen 1994, 141) Consumers commonly look for cues about the company's capabilities and quality. The physical environment is a rich media for such cues and is thus very influential in communicating the firm's image and purpose to its customers. (Bitner 1995, 233)

This chapter discusses the affect of physical shopping environment to actual shopping behaviour. The chapter starts with a description of the change in shopping behaviour that has emphasised the importance of a well-planned shopping environment. In order to give some structure to the wide variety of different environmental elements, the focus is then turned to the classification of various environmental elements. The actual effects of some of the most studied environmental cues are reviewed during the discussion. The chapter ends with a discussion of the actual co-ordination of environmental elements into one whole.

2.1 Shopping as Recreation

"I consume, therefore I am"

(Falk 1994)

We are living in a time of constant changes where the customers' expectations seem to be ever increasing. Our society is in the phase of turning from industrial society into information society, where people want to have both family and career, and where their working hours are becoming more and more

difficult to separate from their leisure time (Hoppe 1999). People are thus seeking ever more flexibility from the retailer: they demand and are increasingly accustomed to choice. According to Jane Lamacraft the new consumer is likely to be:

- ✓ price-conscious and value-seeking;
- ✓ demanding;
- ✓ time-poor (there is evidence of a widening gap between those who are time-poor but cash-rich, and those who are time-rich but cash-poor);
- ✓ increasingly sophisticated;
- ✓ increasingly mobile and well travelled;
- ✓ concerned with environmental / ethical issues;
- ✓ inclined to eat out;
- ✓ open to alternative types of shopping, for example via internet (especially in the case of the younger customer). (Lamacraft 1998, 1-2)

The new sophisticated and demanding consumer can already now be seen in the market places. According to Boedeker (1997) the hedonistic and experimental aspects of consumption are gaining more and more importance in our society and people are seeking to a greater extent for novelty, enjoyment and sensual pleasure. When most people have everything they need materially, the reason for buying shifts from being a means to an end to being an end in itself. (Boedeker 1997, 13) Seiji Tsutsumi, chairperson of Seibu Saison Group (the parent conglomerate of Japan's trendy Seibu Department Store chain), said already in the beginning of the 1990's:

"Consumption does not mean the use of goods to replenish energy needed for work –maybe it was so 300 years ago, but not in Japan today. Nor is consumption simply ostentation. Rather, consumption is a form of communication, a statement of worldview, an affirmation of existence. Consumption and retailing are therefore no longer problems solely for the economist, but for the sociologist and even philosopher."
(Creighton 1998, 202)

Shopping has become impulsive and pleasurable leisure time activity, i.e. a recreational hobby. Purely goal-oriented shopping does exist and probably also will exist along with the recreational shopping for a long time, but will most likely eventually diminish noticeably as the internet shopping develops further. It is therefore the recreational shoppers, who will most likely be the main-customers of retail stores in the future. According to Boedeker (1997) recreational shopping behaviour is experience-oriented exploratory behaviour in stimulating retail environments. Recreational shopping tendency is in turn considered to be a manifestation of exploratory tendency in a shopping context. Recreational shopping would thus be one dimension of individual's shopping orientation, affected by certain personality characteristics. (Boedeker 1997, 99)

In order to create shopping environments that please the recreational shoppers, one needs to know what they are looking for. According to Boedeker recreational shoppers come to a store because of the enjoyment of the emotional experience. They do not necessarily shop in a goal-oriented manner at all. On the contrary they consider shopping as a very enjoyable use of time even if they do not make any purchases. They are hungry for arousal and wish to conduct their shopping in sensually stimulating environments that are exiting and full of surprises and change. Therefore variety in all its forms is a key characteristic of a successful shopping environment. This variety appears in the selection offered by retail outlets: for instance in plants, decorations and furnishings; exhibitions, shows and happenings; products and display windows; lights, sounds, colours, scents and shapes; cafes and restaurants; etc. (Boedeker 1997, 184). This means that to recreational shoppers the experiences need not to be restricted to concern only products, but the shopping environment as well (Luomala 1994, 7). In fact any aspect of the shopping environment, or even the travel environment to the shopping environment should according to Russell and Snodgrass (1987, 257) be considered as a part of the products sold.

The environmental design of the store interior has an enhanced meaning, as the customer may leave the store if she feels uncomfortable with the environment. The store environment should resemble the customer's view of herself, or more precisely, the customer's view of the person she would like to be. Stores provide sites for the construction of identities for the shoppers. Millie Creighton writes that the construction of identities through consumerism is tied not only to the images associated with the goods people purchase, but also with the image positioning of the places of consumption (Creighton 1998, 202-218). This has led to the creation of lifestyle stores with cafés, membership magazines and loyalty customer clubs. It is thus increasingly important for the retailers to make sure that the environmental elements combine to give the wanted image of both the store and its customers.

According to Lamacraft (1998) the biggest strength of a physical retail outlet is that it offers a "high-touch" environment in which the customers can touch, smell, hear, test and try the products on by themselves. In other words the physical store environments offer sensual stimulation, inspiration and new experiences to the customers. Moreover, store environments offer unique arenas for social interaction and recreation: they answer to the need of seeing and being seen (Lamacraft 1998, 15).

2.2 Classification of Environmental Stimuli

A store environment is a complex combination of different variables. An attempt to influence the users of a retail space, both employees and customers, has usually to do with the physical environment. The list of different environmental elements that could be used is endless and it includes everything from decorations and material choices to temperature and lightning. The stimuli can be regarded as the load of the environment in terms of information rates.

In order to give some structure to the wide list of environmental elements, they can be classified into groups according to the functions that these elements perform. One example of classification is given by Mary Jo Bitner, who grouped the features into (1) ambient conditions, (2) spatial layout and functionality, and (3) signs, symbols and artefacts. According to Bitner each dimension may affect the customers and the employees overall perception of the store environment independently, and/or through its interaction with the other dimensions. People perceive the environment usually as one holistic whole and therefore it is hard to predict the influence of one particular ingredient on the users of the environment. It is still possible to take an important environmental element aside and study its overall affects on people. (Bitner 1995, 233-248)

2.2.1 Ambient elements

Ambient conditions include background characteristics such as temperature, air quality, lightning, noise, music and scent, i.e. conditions that affect primarily the senses. Affects of ambient conditions on the overall perception are especially noticeable when they are extreme (e.g. temperature is high), when the customer spends considerably long time in the store (e.g. waiting to be served), or when they conflict with the customer's expectations (e.g. loud music in a lawyer's office).

Colour and lightning are two of the most influential environmental factors in creating a distinctive store interior that adds to the saleability of the merchandise. Colour can soothe, excite, define space, provide visual cues to direct traffic, flatter the complexion and give dimension to the products on display. (Barr 1990, 57) Light, on the other hand, attracts. It is the quickest and most direct form of non-verbal communication. Shoppers will evaluate the quantity, quality and effect of the lightning in an instant. If we consider a store with bright (100 foot-candles or more) ambient light created by unbaffled fluorescent lamps versus a store, where ambient light complements the

merchandise and enhances the architectural details, the difference in impression is great. (Barr 1990, 67)

As an example of ambient environmental stimuli, the following paragraphs present a few findings about some of the most studied ambient elements. The reviewed ambient elements are music, colour and scent, as those are the environmental cues whose affect can quite easily be recognised in human emotions and thus also in behaviours.

Music is an ambient condition, which is quite easy to control. It is also quite frequently used to create a good atmosphere in the store environments and consequently its effects have been studied a lot, too. It has been found, for example, that a slow music tempo increases the sales in the supermarkets as the pace of the shopper traffic gets slower (Milliman 1982). Another effect of environmental music regards the consumer's perception of time, which has been studied by e.g. Yalch and Spangenberg (1988, in Spangenberg et al. 1998, 68). They found that different types of environmental music made the perceived time seem shorter or longer than the actual time spent in the store. Overall findings about music support the fact that background music (i.e. instrumental music) tends to be soothing and it creates a pleasurable atmosphere (Milliman 1982).

Music has been studied also together with other atmospheric elements. For instance Baker et al. (1992) looked at the affects of music and lightning together. Their study had as the basic assumption that the atmospheric features would affect only the perception of how pleasing the environment was. In their experiment the tempo of the music was kept unchanged, as its alterations would have affected the activity of the customers. The result of their study put clearly forward that feelings of activity and pleasure have a positive relation to the customers' buying intentions.

Colours have three basic dimensions –saturation, brightness and hue– that seem to be related to different behavioural reactions. For example, the brighter the colour, the greater the impression that the object is closer than it really is. The more saturated the colour, the more it looks like it is moving. How a colour is perceived depends also on its combination of the basic dimensions, but on the whole the red colours tend to be perceived as adventurous, sociable, exiting, powerful and protective. Yellows, on the other hand, are often seen as cheerful, jovial, exiting, affectionate and impulsive, whereas greens and blues are viewed as calm, restful and soothing. In general it could be said that hues at the one extreme end of visible colours –reds, oranges and yellows– tend to be perceived as more energetic, warm and arousing, while those at the other end – greens, blues and purples– appear calmer and more introverted. If the colours are then ranked in descending order of pleasantness, the order is blue, green, purple, red and yellow. (Boedeker 1997, 90; Schmitt & Simonson 1997, 94-97)

When the actual affect of different colours on customer behaviour have been studied, several researchers (e.g. Bellizzi et al. 1983) have found that subjects react emotionally to warm- and cool-coloured walls. This idea was supported also by Bellizzi and Hite (1992). In their study they found that the subjects of the study reported a more pleasant feeling and expressed a greater intention to shop, browse and buy when the furniture store they were shown a picture of had a blue environment, than when the environment in the picture was red. (Bellizzi & Hite 1992; see Lam 1998, 15)

Sense of **smell** is believed to be the most closely linked of all the senses to peoples' emotions, and thus bakeries and coffee shops have long relied on its ability to attract customers. But what is more interesting, is that it has been found that even in shopping environments where the products themselves do not have any distinctive scent, the customers will react positively on the presence of a scent. For example Spangenberg et al. (1996) found in their studies that even if there were no other changes in the environment than scent, and although none of the respondents seemed to have noticed the presence of a

scent, were their reactions very positive. According to one of their study the subjects evaluated the scented environment and its merchandise more positively and thought that they had spent less time in the environment than they actually did. The authors found further that as long as the scent was not offensive it did not matter what the type of the scent (e.g. lavender vs. ginger) was or whether the scent was pleasing or just neutral. Consequently the authors state that the presence of an inoffensive scent in a store environment is an inexpensive and effective way to enhance consumer reactions to the store and its merchandise. (Spangenberg et al. 1996, 67-80)

2.2.2 Spatial layout and functionality

Spatial layout refers to the way in which various furnishings, equipment, etc., are arranged: their size and shape, and the spatial relationships among them. Functionality in turn refers to the ability of those items to facilitate performance and accomplishment of goals (e.g. browsing, shopping or selling). (Bitner 1995, 242)

Retail environments are created for selling purpose and consequently the functionality and layout of the physical environment is important. The importance of spatial layout depends on the goals the customer or employee is trying to accomplish. The effects of spatial layout and functionality are particularly significant in situations when either the employee or customer is under time pressure, as people get frustrated if they do not feel in control of the situation. In order to create a functional retail environment, the designers of a store environment should closely observe the movements and patterns of the sales staff on the work: how they serve the customers, write sales receipts, electronically enter transactions, handle stock, wrap and bag merchandise, and interact with other employees. (Barr 1990, 17) A poor spatial layout can, however, be aided with good signage, which is discussed next.

2.2.3 Signs, symbols and artefacts

Signs, symbols and artefacts serve as explicit or implicit signals that communicate about the place to its users. Good signage can even improve environments with poor spatial layout. As some examples of explicit signals there are labels (e.g. name of the company), directional signs that are concerned with space identification and way finding (e.g. exit-sign), and signs that communicate rules of behaviour (e.g. “no smoking”-signs). Signs may also identify the store and attract traffic (e.g. sign outside the store), and act as a “silent salesperson” and point-of-sale technique to directly influence customer buying (Barr 1990, 82). The importance and effect of signs, symbols and artefacts is especially important in forming the first impressions of the organisation. (Bitner 1995, 242-243)

Environmental objects communicate less directly than signs, giving implicit cues about the meaning of the place, and about norms and expectations for behaviour in that place. Quality of materials used in construction, style of décor, floor coverings and personal objects and artefacts (e.g. statues) displayed in the environment can all communicate symbolic meaning and create an overall aesthetic impression. In restaurants, for example, white tablecloths and subdued lightning symbolically convey full service and relatively high prices, whereas counter service, plastic furnishings and bright lightning symbolise the opposite. (Bitner 1995, 243)

2.3 The Mix of Elements

As stated earlier, the environmental elements are seldom perceived individually. It is the complex mix of environmental features that constitutes the overall impression of the store environment, and there are many forces that contribute to the positive interaction between the customer and the product: accurate pricing, pleasant salespeople, creative displays, clever point-of-purchase techniques and eye-stopping signs. Without solidly conceived interior

architecture and a sales stimulating plan, they become, however, disparate elements that are unfocused and uncoordinated. (Barr 1990, 11)

The optimal level of stimulation is created with a combination of various environmental elements such as layout, lightning, signage, quality of materials, colours, air quality, space, scent, music and so on. In other words the final impact of each environmental cue is always dependent on the other elements nearby. Thus, when it comes to selecting colours, materials and finishes for a store interior, just about anything goes that will not inhibit selling. All combinations are good as long as they work together with the final scheme (Barr 1990, 52).

By defining the wanted impact of the retail environment on customers and/or employees, the organisational and marketing goals of the management can be transferred into the retail environment. The environment can in other words be used to support the strategic goals. For the first, the retail environment creates a visual metaphor of an organisation's total offering. The environment acts thus as a package that conveys the total image and suggests the potential usage and relative quality of the service. For the second, the physical setting can work as a facilitator that either aids or hinders the ability of customers and employees to carry out their plans. For the third, a retail environment may also encourage particular forms of interaction between and among customers and employees, or provide opportunities for customers to linger. Finally, the physical environment can serve as a differentiator and signal the intended market segment, position the organisation and convey distinctiveness from competitors. (Bitner 1995, 244)

3 THE HUMAN ASPECT: PEOPLE'S INTERNAL RESPONSES TO THE ENVIRONMENT

An architectural space is experienced in smells, voices, body movements and sounds of touching. When a space is given an emotional, subjective interpretation, it becomes a part of personal experience –place. A place can be perceived as an extension of self, where environment and individual are an interrelated unity. (Aura et al. 1997)

An individual's reaction to an environment is often dependent on situational factors like for instance her original plan or purpose for being there. Although differences in individual characteristics are relatively stable, the plans and purposes for being in or leaving an environment may vary from moment to moment. Earlier memories and the way the individual perceives and experiences the environment have all an affect on the individual's behaviour. (Bitner 1995, 241)

This chapter discusses how the customers' personality and the situational factors they experience at the time of entry to the environment affect the way they face the store environment. The chapter starts with a short presentation of three interdependent internal responses to an environment: cognitive, physical and emotional. Thereafter the chapter concentrates on emotional responses, as those are seen to affect most to the conclusive behaviour: also cognitive and physiological responses affect finally the customer's emotions about that environment.

3.1 Cognitive, Physical and Emotional Responses to the Environment

People, in this case employees and customers, respond to the dimensions of their physical surroundings with three interdependent ways: cognitively, emotionally and physiologically. The resulting responses influence their behaviours in that environment. Therefore the perceived environment does not directly cause people to behave in certain ways: the behaviours are mediated by peoples' internal responses to the place. (Bitner 1995, 238)

Cognitive responses are responses that influence peoples' beliefs about a place, its merchandise and other people present in that place. In that sense the store environment can be viewed as a form of non-verbal communication, communicating the meaning of the store through its environmental elements. Cognitive responses are typical in situations where the customer is buying something which has a highly affective value, but of which her actual knowledge is low (e.g. jewellery or beer). In order to help the information processing, she may use the environmental cues as an important part of the evaluation. For example the style of interior design and the clothing of the personnel may influence a potential customer's beliefs about the expensiveness of the store. The perception of the physical environment may thus help the customer to mentally categorise the store e.g. to an exclusive boutique or a trendy shop. Moreover, the customers are likely to rely on environmental cues to help them categorise and form expectations of the service they will receive from the firm (Bitner 1995, 238).

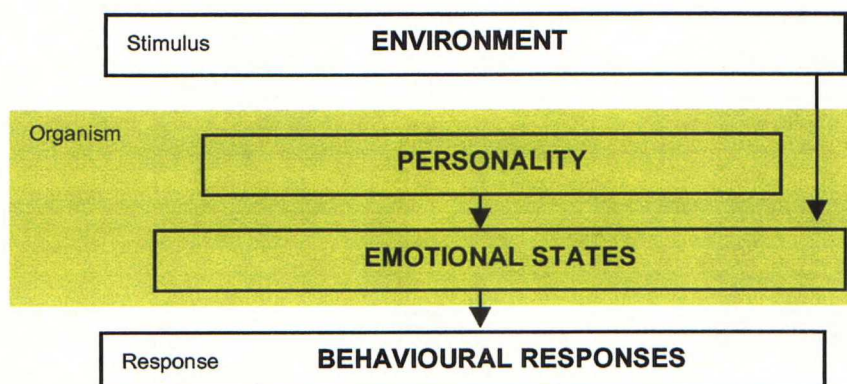
Physical responses influence directly whether or not customers stay in and enjoy the environment. Environmental conditions such as noise, temperature and air quality affect people's personal comfort and thus influence whether people stay in and enjoy a particular shopping environment. For example low temperature may cause people to shiver, loud noise can cause

physical discomfort, and bad air quality may make it difficult to breathe. (Bitner 1995, 236)

Cognitive and physical responses affect in turn the customers' emotions. **Emotional responses** affect thus most to the customers' behaviour and have gained more attention from the researchers than physical and cognitive responses. Influence of emotions has been studied by for example Obermiller and Bitner (1984) who found in their study that respondents who had been interviewed in a pleasing store environment perceived the merchandise as more pleasing than those who were asked to describe the same merchandise in a unpleasant store environment (Bitner 1995, 239). Moods are an important part of emotional variables are thus present in all marketing situations. Moods change easily and even small changes in the surrounding store environment can affect them. People are not always aware of their own moods and thus moods can influence the human behaviour on an unconscious level. Foremost the moods affect peoples' reactions to certain stimulus and have thereby influence on their behaviour. (Gardner 1985, 282)

The affect of emotional responses to perceived environment have been minutely studied by for example Mehrabian and Russell (1974). According to their basic setting of environmental psychology, the environment acts as a stimulus affecting the customers' (organism) emotional states (see figure 3). Environmental stimuli like for instance colour or air quality affects customers' emotional states. The emotional states that are affected also by the customers' personalities lead thereafter into behavioural responses (see figure 3).

Figure 3 *The basic setting of environmental psychology by Mehrabian & Russell (1974, 8)*



Mehrabian and Russell came in their studies to the conclusion that there are three dimensions of emotion-eliciting qualities -pleasure, arousal and dominance- that an environment brings up in people. These emotions are discussed in more detail in the next chapter.

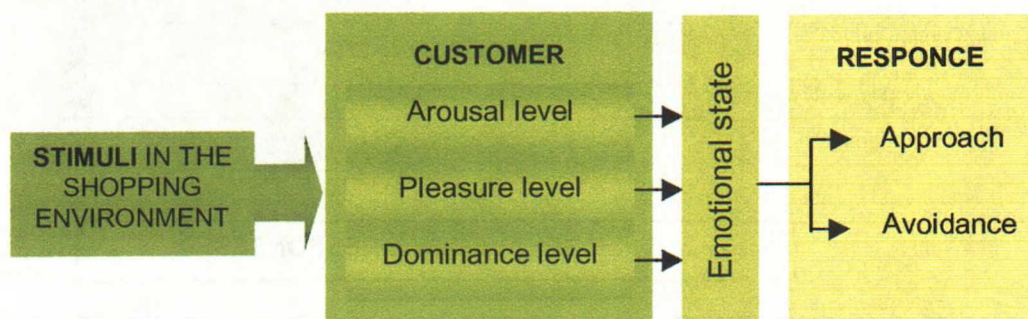
3.1.1 Emotions of pleasure, arousal and dominance

In their emotional assessment of environment people tend to use adjectives describing pleasant qualities of the surroundings or changes in state of activity. The shopping environment is thus perceived as pleasant or unpleasant and as one that either stimulates customers' activity or reduces it (arousal / sleepiness). An environment can also be neutral in these aspects. (Aura et al. 1997)

According to Mehrabian & Russell (1974) people respond to environments with two general, contrasting forms of behaviour: approach or avoidance. Approach behaviour means that the customer desires to stay in the store, explore and interact with the environment and spend more money, whereas the avoidance behaviour means respectively the opposite. Whether a customer wants to approach or avoid a store environment is largely determined by the

emotional states the customer faces at that moment: whether he or she feels adequate levels of pleasure, arousal and dominance, or not (see figure 4).

Figure 4 *Customer response to environmental stimuli*

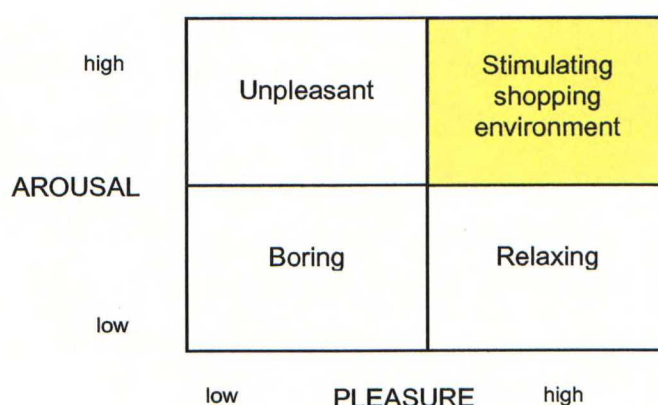


According to the Mehrabian and Russell's (1974) approach to environmental psychology, variations in the basic dimensions of pleasure, arousal and dominance comprise the core of human emotional states. They concluded through their research that the emotion-eliciting qualities of an environment are captured in two dimensions: pleasure-displeasure and the degree of arousal (i.e. the amount of stimulation or excitement). Later the degree of dominance was added to this as the third dimension, but its importance has not been completely agreed upon (see e.g. Boedeker 1997, 67-68). Pleasure means the degree to which a person feels good, joyful, happy or satisfied with the situation, whereas arousal means the degree to which a person feels excited, stimulated, alert or active in the situation. Dominance, on the other hand, means the degree of personal control over the situation. (Bitner 1995) It is expected that individuals prefer situations where their feelings of pleasure and dominance are enhanced (Boedeker 1997, 111), but that their need for arousal is dependent on their characteristic arousal level (ibid, 109).

According to Bitner any environment, whether natural or manmade, can be located in a two-dimensional space of pleasure and arousal to reflect peoples' emotional response to it (see figure 5). The emotional response measured on those dimensions can predict behaviours with respect to the environment. For example environments that elicit feelings of pleasure are likely to be ones

where people want to spend their time and money, whereas unpleasant environments are avoided. Similarly, arousing environments are viewed positively unless the excitement is combined with unpleasantness. This means in other words that unpleasant environments that are high in arousal (i.e. include lots of stimulation, noise or confusion) are particularly avoided. (Bitner 1995, 239)

Figure 5 *Pleasure-arousal diagram*



In unpleasant environments and in the context of environmental crowding the perception of personal control gains more importance. One of the researchers, who have included the dimension of dominance in their customer behavioural studies is Mika Boedeker. He states that the emotion of dominance is present in recreational shopping because recreational shopping is a leisure-time activity and because leisure is experienced only when a person feels free and in control of her own actions (Boedeker 1997, 68).

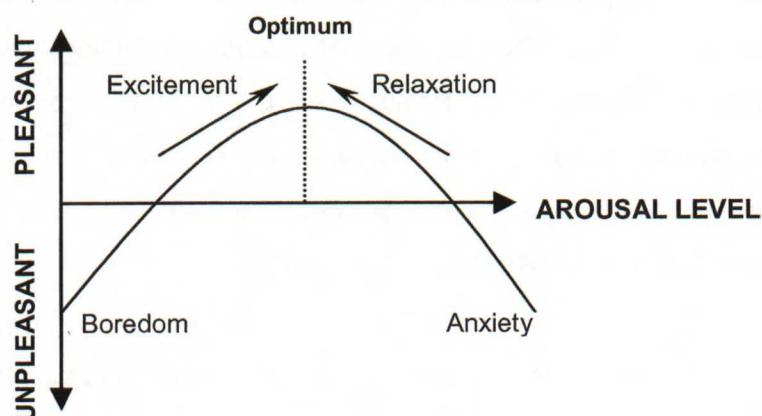
Pleasure-displeasure, arousal-sleepiness and dominance-submissiveness together form a three-dimensional emotional space, where recreational shopping seems to be related to the positive parts of each dimension. (Boedeker 1997, 101) According to Boedeker individuals will typically prefer situations where their feelings of pleasure and dominance are enhanced (Boedeker 1997, 111). Perceptions of personal control can be increased by

environmental elements like clear signage, good ventilation and adequate space (Bitner, 1995, 239).

3.1.2 Optimal level of stimulation

Emotions of pleasure and stimulation are closely connected to each other. People have individual optimal levels of arousal, which are again dependent on their personality. The relationship is usually described with an upturned U-shaped function, where the middle levels of stimulation are perceived as the optimal ones (see Figure 6). The stimuli can be regarded as the load of the environment in terms of novelty and complexity, which results in different information rates. Below the point of optimal stimulation people become bored, whereas above the point of optimal stimulation too much arousal generates anxiety and increases the need for relaxation and space. (Boedeker 1997, 65-84) Thus, in pleasant environments an increase in arousal level increases the perception of pleasure and thus brings the individuals closer to the optimal stimulation.

Figure 6 *Optimum stimulation (adapted from Apter, 1989, in Boedeker 1997, 76)*



Researchers' opinions on the right shape of the optimal stimulation-curve differ from each other, but they do agree upon the fact that the level of optimal stimulation varies according the individual. Recreational shoppers are typical

arousal-seekers, who enjoy and look for high levels of stimulation, whereas arousal-avoiders prefer lower levels of arousal. (Bitner 1995, 241) Thus a store environment that is a stimulating and highly exiting shopping paradise to one person, might to another person be too much of an overload and a irritating place, where she will not stay any longer than necessary.

An individual can experience the stimulation in a store environment as too arousing, too un-arousing or just right. The situation cannot, however be too pleasant or too much under the individual's dominance, because an individual will always prefer more pleasant and dominance-evoking settings. Therefore the special attention has to be given to an individual's preferred arousal level. (Boedeker 1997, 80)

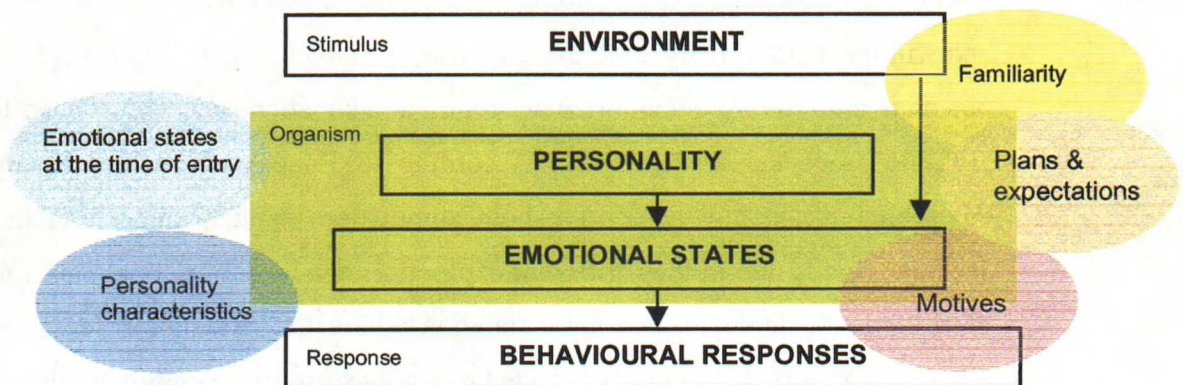
The stimuli are perceived by the consumers on the basis of different personality characteristics including exploratory tendency and emotional structure. Each individual has a unique preferred arousal level, which may of course vary depending on the situation, point of time, etc. The higher the preferred arousal level of an individual is, the more arousing environmental stimuli she will tolerate and seek for. She is also more receptive to the environmental stimuli and will react strongly by attempting to hear, see, smell, etc. In other words the person is more likely to explore new stimuli and situations because of need for arousal. (Boedeker 1997, 80-81) According to Boedeker (1997) the same environment can, however, serve both stimulation avoiders and stimulation seekers. This is due to their different exploratory tendencies, which makes the both kind of people to seek to a situation where the stimulation levels are adequate. An arousal-seeker is attracted to highly stimulating environments and therefore actively seeks stimulation in an environment. Conversely, an arousal avoider tries to avoid environments where the stimulation levels are higher than what she prefers. An arousal-avoider will probably also try to filter the excess stimulation from an environment. (Boedeker 1997, 80-89)

3.2 Response Moderators

An environment is good, if it generates suitable internal responses (cognitive, emotional and physiological) in people, and makes them behave in a wanted manner. As with all behavioural relationships, however, the strength and direction of the relation between variables is moderated by personal and situational factors. These factors are called response moderators. (Bitner 1995, 241)

There are several human response moderators, which regulate the relationship between environmental stimuli, emotional states and people's behaviour. The moderators range from psychological characteristics to physiological conditions and they include personality traits, motives, plans and expectations, familiarity with the place and emotional states at the time of entry into the environment. (Boedeker 1997, 58) Figure 7 presents a picture to clarify the variables affecting customers' behavioural responses to an environment.

Figure 7 *Moderators affecting behavioural responses*



An individual's response to an environment often depends on situational factors as well, such as his or her plan or purpose for being in the environment (Russell & Snodgrass 1987). While the individual differences in **personality traits** are relatively stable, **motives** for being in or seeking out a particular

environment may vary from day to day or hour to hour. However, what an individual expects to find in an environment affects how the individual responds to place. In general, when **plans and expectations** are confirmed or exceeded, an individual is likely to like the place. The opposite occurs when the expectations are not met. The expectations vary across individuals on the basis of past experiences in the environment or in similar environment. Also what an individual has read or heard about the place influences his or her expectations, i.e. his or her cognition. (Bitner 1995, 241)

The impact of **familiarity** with environment is based on adaptation theory, which holds that the perception of stimuli is relative to the previously encountered stimuli. This means that for example a shopper from a rural area might find the city centre as noisier and more unpleasant than a shopper from an urban area. (Boedeker 1997, 58)

In addition to the motives, expectations and familiarity, each individual enters an environment in a particular **emotional state** (e.g. happy, depressed, lonely, anxious, excited, impatient). The mood states are likely to affect the behaviour of an individual. For example a person, who is feeling tired and anxious after a frustrating day at work, is likely to be affected differently by a highly arousing restaurant environment than he or she would be after a relaxing weekend. (Bitner 1995, 241)

The mood states and other personality issues are strongly present also in all the situations that include social interaction. The next chapter discusses social interaction from two different perspectives: the perspective of human face-to-face interaction and the perspective of store environments that either aid or hinder the social interaction.

4 SOCIAL FACTORS IN SHOPPING ENVIRONMENTS

Shopping environments and social interactions affect each other both ways. From the point of view of a customer, the other customers and employees are a part of the store environment and thus their behaviour and appearance affects the holistic picture the customer gets from the store environment. To the other direction the environment itself affects the social interaction between people present in that environment by for instance either aiding or hindering their interaction.

4.1 Social Interaction as a Part of Shopping Environment

When a customer enters a store environment, she or he perceives also the employees and the other customers within the store environment. The customers and employees are thus a part of the environment itself, and for instance the number, appearance and behaviour of the store employees may help a customer to shape a perception of the service level within that retail store. Based on the appearance of the employees and other customers present in the store, a customer also decides whether the store is suitable for her needs –that is whether it is such that she wants to identify herself with.

The social situations have been studied by e.g. Baker et al. (1992, 451), who conducted their study by varying the number and sociability of retail salespeople. In their study the high social store environment was operated by three employees, one of whom greeted the customers as they entered the store, whereas the low social store environment had only one employee who ignored the customers. In both environments there was paid more attention to the customer service as a method of establishing a differential advantage. As a result of the study it was stated that the customers are more active in high

social store environments (Baker et al. 1992, 451-458). In other words paying more direct attention to the customers activates their shopping behaviour better.

As discussed in the beginning of this chapter, a store environment influences also the nature and quality of customer and employee interactions (Barr 1990, 17). This is especially the case in situations where people meet face to face, i.e. in interpersonal service situations. Services are typically produced and consumed simultaneously, and as the service typically requires direct human contact, must the customers and employees also interact with each other within the organisations physical premises. It is suggested that environmental variables such as seating arrangements, closeness, size and flexibility can define the limits of social episodes, such as those between and among customers and employees. It is also proposed that physical environments represent a subset of social rules, conventions and expectations that are in force in given behaviour settings, and thus influence the nature of social interactions. Moreover, behaviours such as small group interaction, friendship formation, participation, aggression, withdrawal and helping have all been shown to be influenced by environmental conditions. (Bitner 1995, 237)

4.2 Design of Service Environments

A carefully designed environment is especially important in stores that provide services to their customers. The place where the service is produced cannot be hidden and it may have a strong impact on customers' perceptions of the service experience. An environment can serve as a means of competition especially if the products or services sold are not so differentiated. (Poikolainen 1994, 142) This kind of differentiation from competitors is therefore especially typical to businesses such as hotels, restaurants, banks, hospitals and retail stores, wherein the ability of the physical environment to influence behaviours and to create an image is particularly apparent. (Baker 1997, Bitner 1995, 233)

An ideal environment would simultaneously support the needs and preferences of both employees and customers. However, in many cases there has to be made environmental decisions that cannot take into account the both needs at the same time. In those situations it is the relative level of involvement of customers and employees that determines whose needs should be consulted first in the design issues. Who is present within the service environment determines also the types of objectives a company might expect to accomplish through its physical environment. In self-service settings the creative use of physical design could for instance enhance marketing objectives such as customer satisfaction and attraction. At the other extreme there are remote services, where employee satisfaction, motivation and operational efficiency could be the primary goals as the customers would never see the company's physical settings. (Bitner 1995, 234) In most shopping environments the focus is, however, in the middle of these two extremes, because typical retail store business is about interpersonal services. Such situations require careful environmental design, in which both organisational and marketing objectives are potentially targeted.

5 THE CONCEPTUAL FRAMEWORK

So far in this study, various characteristics of recreational shopping have been introduced and investigated. The previous chapters form the building blocks of the conceptual framework. Shopping environments are sources of various environmental stimuli, which include physical features, atmosphere, décor, etc. Stimuli can be regarded as the load of the environment in terms of novelty and complexity that result in different information rates. Various stimuli are perceived by the consumers on the basis of their different personality characteristics including exploratory tendency and emotional structure. Pleasure-displeasure, arousal-sleepiness and dominance-submissiveness together form a three-dimensional emotional space, where recreational shopping seems to be related to the positive parts of each dimension. (Boedeker 1997, 101)

To give a clearer structure to the connection between store environment and shopping behaviour, the knowledge from previous chapters is now in chapter 5 organised into one conceptual framework from which the research hypotheses will then be derived. It should be noted, however, that the conceptual framework should be seen as a static simplification of one part of the larger picture of reciprocal interactive nature of consumer behaviour, and that its main function is to serve as a tool to carry out the study of the connection between shopping environment and buying behaviour.

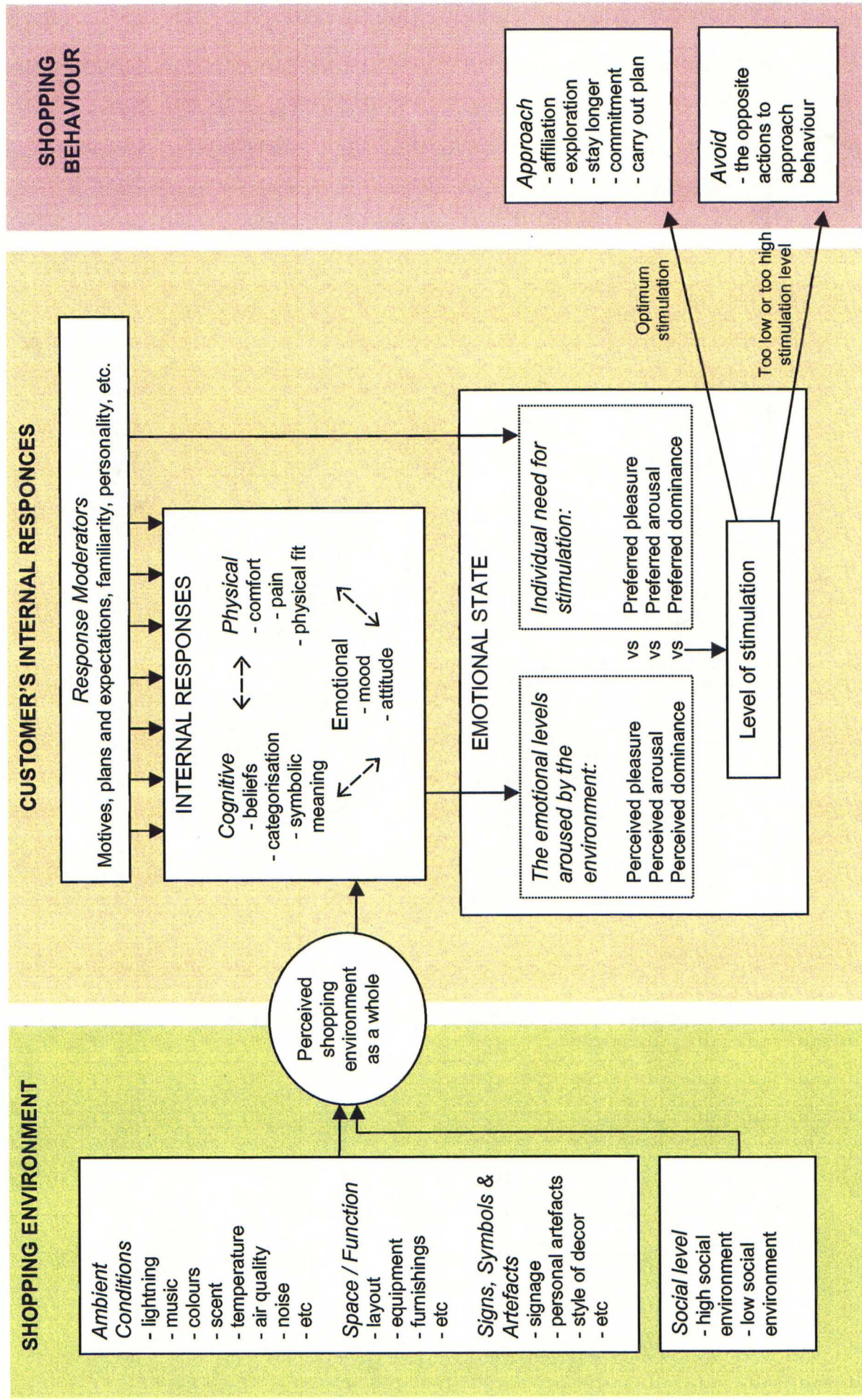
To clarify the flow of acts presented in figure 8 - the conceptual framework - its connections are visualised with the following description:

While entering the store, a customer walks a few steps while slowing her walking pace to the level of shopping pace and getting physically adjusted to the ambient conditions of the environment. The customer perceives the environmental elements present in the store, the store

environment's functionality and layout, and the other people present in that environment.

The holistic picture of the store environment gets formed in the customer's head. The customer responds cognitively, emotionally and physically on the environment she has perceived. Her individual and situational response moderators, i.e. for instance her plans and motives for entering the store, twist her response. The customer's internal responses define how much pleasure, arousal and dominance she feels in that particular store environment at that particular moment. If her responses meet her individual need for stimulation i.e. the level of environmental stimulation is close to optimal to her, she is likely to stay in the environment, browse and study the merchandise and possibly do some purchases. If not, she is likely to leave the store environment. (See Figure 8)

Figure 8 Framework for understanding the relationship between shopping environments and shopping behaviour.



Based on the discussions in the theoretical part it is assumed that issues affecting consumer behaviour in a shopping context are the emotional levels that are characteristic to this individual i.e. preferred pleasure, preferred arousal and preferred dominance. Based on the theoretical part it is further assumed that customers with high level of preferred arousal engage more in exploratory behaviours and show more positive attitude towards the idea of shopping. Additionally, a customer will express greater intention to approach a shopping environment if she perceives more pleasure, arousal and dominance in that shopping environment than her individual need for stimulation requires. Arousal must, however, be connected to high pleasure, as unpleasant environments that are high in arousal are particularly avoided. Environments where the customers perceive lower emotional levels than they personally prefer are likewise avoided.

To make the study operational the customers of an environment are roughly categorised into four groups:

1. Customers who both seek and find high levels of pleasure, arousal and dominance. These people are assumed to like the environment and express greater intention to buy.
2. Customers who seek for higher levels of pleasure, arousal and dominance than they find. The environment is most likely too relaxing or boring for these customers and thus it is assumed that they will not engage in shopping.
3. Customers who perceive the environment as too arousing. These people are assumed to find the environment as unpleasant and thus they are likely to leave the store environment without buying.
4. Customers who both seek and perceive only low levels of pleasure, arousal and dominance in the environment. To them the low level of stimulation is adequate and thus they like the environment and express an intention to buy. These people are however not likely to see shopping as recreational hobby, but to buy in a quite goal oriented manner.

The research hypothesis are set and made operational as follows:

Hypothesis 1: People who find adequate levels of pleasure, arousal and dominance in store environment will express more intention to buy.

It is in other words assumed that respondents whose perceived environmental emotions (pP i.e. perceived pleasure, pA i.e. perceived arousal and pD i.e. perceived dominance) are higher than their individual need for these emotions (cP i.e. characteristic pleasure, cA i.e. characteristic arousal and cD i.e. characteristic dominance) express more intention to buy.

Accordingly,

Hypothesis 2: People who find too low levels of pleasure, arousal or dominance in store environment express less intention to buy.

It is in other words assumed that respondents who perceive that at least one of the perceived environmental emotions (pP, pA, pD) is below their individual need for that emotion (cP, cA, cD) express less intention to buy.

The third hypothesis is based on the notion that unpleasant environments that are high in arousal are particularly avoided.

Hypothesis 3: People who find too high levels of arousal express less intention to buy.

It is thus assumed that if respondents perceive too much arousal and too little pleasure, they will not buy ($pA > cA$ & $pA > pP$).

The fourth hypothesis is based on the assumption that people perceive store environments are as a whole, where all the perceptions of various environmental elements affect each other.

Hypothesis 4: Perceptions of emotions are affected by other emotions.

It is thus assumed that pP, pA and pD are affected by each other.

There are also other affecting areas that must be taken into account. The consumers' buying behaviour depends namely also on the response moderators

(e.g. motive for coming to the store). Moreover, the consumer's more stable psycho- and demographics (e.g. money, age, transport facilities and some aspects of lifestyle) will also either enable or restrict the possibilities of exercising recreational shopping behaviour (Boedeker 1997, 113). Thus,

Hypothesis 5: Consumers' demographics and situational response moderators will affect their buying behaviour.

However, at this stage no assumptions are made on the strength or direction of their affects.

6 METHODOLOGY

This chapter starts by presenting the chosen research method. Thereafter the discussion moves to the presentation of the chosen store environment. The method of data collection is presented in chapter 6.3, after which focus is turned to the structure and founding of the empirical research questionnaire. The chapter concludes with discussions on the validity and reliability of the study.

6.1 Choice of Research Method

Until 1960's the behavioural studies widely ignored the environmental influence (Bitner 1995, 235) In 1974 Mehrabian and Russell presented a theory according to which humans perceive an environment either as pleasant, which leads to approach behaviour, or as unpleasant, which leads to avoidance. Mehrabian & Russell theory has been used in a number of studies of shopping behaviour.

This study uses the Mehrabian and Russell's original model as a basis. Due to practical issues and nature and scope of this study the original model is not considered to be suitable as such, but is modified further. Mehrabian and Russell's theory was taken further also by Mika Boedeker in his study in 1997. Another important researcher on environmental affects on consumer behaviour has been Mary Jo Bitner (1995). The basis of the empirical part of this study is thus built upon the Mehrabian and Russell's original model along with Boedeker's and Bitner's point of views. Mehrabian & Russell's theory is not the only theory on consumer behaviour (Boedeker 1997, 54), but it has been suggested to suit this kind of studies (Bitner 1995, 235). Therefore also this study uses the Mehrabian & Russell theory as the basis with the above-mentioned additions.

The methodological approach chosen for the empirical part is quantitative survey analysis. A quantitative survey is selected as the research method because the research problem of this study relates to confirming the relationship between shopping environments and shopping behaviour, and thus there is a need for as wide respondent group as possible. The interest is directed especially towards the impact of respondents' emotional structures and individual perceptions of the store environment on their shopping tendency.

The main purpose of this empirical research is to see if the relationship between shopping environment, consumers' personality and consumers' shopping behaviour holds in practice. The perspective in this study is on the consumer emotions, -personality and -behaviour.

6.2 Choice of Case Company

Because of the Lundia Oy's recent and interesting image enhancement project Lundia Oy's newest concept store on Mäkeläinkatu -street was chosen to be the most interesting place to conduct the empirical research at. Another important reason was Lundia Oy's willingness to co-operate and provide information for this study.

6.2.1 Background of Lundia Oy

Lundia is famous for bookshelf-modules that can be customised to suit individual changing needs for storage. The idea of Lundia products originated in Sweden in 1945, when Harald Lundqvist, a Swedish carpenter and inventor, invented and dimensioned a modular shelving system and patented its support solution. The company's product idea soon spread around the world under a licensing scheme. The Finnish company Lundia Oy was founded in 1949, when Folmar Rosenlew and Ernst Fabritius founded a company called Lundia-

Myynti Oy/Lundia Försäljning Ab. In 1954 Paloheimo began making Lundia products in Riihimäki, and in 1992 the Paloheimo Group changed from being Lundia Oy's subcontractor to its owner. Even today Lundia products are made of Finnish wood and produced mainly at Riihimäki.

Lundia Oy has four own stores in Finland. The stores are located in Helsinki, Vantaa, Turku and Tampere. Besides of Lundia Oy's own stores, the Lundia products are sold in big furniture retail stores through out the country. The wooden shelving and furnishing systems are used mainly in living rooms, at workspaces and in rooms for children. Lundia's mission is to solve the customers' needs for space utilisation for play, study, work and home with a natural, individual furniture system that competes in terms of value for money.

At the beginning of year 2002 the Finnish Lundia Oy and the Swedish Lundqvist Inredningar AB established a joint production company - Gnesta Production AB. The target is to boost the production by concentrating the production of the shelf and ladder components to Sweden, while the doors, drawers and other Lundia products will be made at Riihimäki. Thus, in the future Lundia Oy will concentrate mainly on product development and marketing. Lundia's vision is to have Lundia or Libra as a global forerunner in the development of Scandinavian furniture systems.

In 2001 Lundia Oy's turnover was 11 million €, out of which 30 % came from export. The main export market areas are Denmark, Germany, USA and Japan. Lundia Oy employs approximately 80 persons.

6.2.2 Lundia's customers

Lundia has both direct corporate sales and private customers that are served through furniture retailers and Lundia's own stores. In this study the focus is only on the latter ones, i.e. on the private customers.

According to a study conducted in February 2000 by Dagmar for Lundia Oy, people think of words like quality, changeable, expensive and practical when they are asked for their spontaneous impression about Lundia. People who know Lundia are typically 25 to 54 year old women who have children and who live in some of the bigger cities in Southern Finland. Their income levels are typically higher than average and they work in managerial positions or as entrepreneurs.

6.2.3 The Mäkelänkatu store

Lundia Oy has gone through a big image-enhancement process during the last few years. The first Lundia-flagship store opened at Petikontie-street in Vantaa in early 2000 and in autumn 2000 the second concept store opened at Mäkelänkatu in Helsinki. Both stores were designed after a careful study of Lundia's products, customers, old store environments and aimed image. The evaluation was done by Lars Larsson and Siri Wiherheimo, the design company M4 Oy.

The studied Lundia store has quite good location in the northern part of Helsinki in Käpylä suburb, which has a positive but not fancy image that suits Lundia. Mäkelänkatu-street is a quite congested street that leads from the centre towards Helsinki-Vantaa airport. There are not many pedestrians on the street, but the store can be seen well from the by passing cars and busses. Most of the customers are thus expected to come intentionally to Lundia Mäkelänkatu store.

Lundia Mäkelänkatu store is built on two levels. The street level works as a showroom, which opens up to the Mäkelänkatu-street with big windows, while the basement is used for storage and a few office rooms. The show room is divided with a few coloured walls into living room area, bedroom area for children and work place area. The showroom is organised so that it guides the

customers through the various storage solutions on a U-shaped route. In the middle of the store there is a drawing table where customers can sit down and plan the suitable storage solution for their needs. By the drawing area there is also a wall, which presents the height, length and depth of all the core modules, so that the customers can better visualise the size of the solutions.

There have not been made any objective evaluations on how much the new store environment-concept has increased the sales at Lundia Oy's stores. According to Arto Melanko, Marketing Manager of Lundia, the moment may have been suitable or the new location better than the former ones. The fact is, however, that while the furniture business has had an average growth of 5 percent during the last few years, the sales at Lundia Oy's stores have grown with 20 to 30 percent. Moreover, both the average time spent at the store and the price of an average purchase has risen at Lundia. Store Manager of the Mäkeläkatu store, Jaakko Maasalo, also emphasises that the employees report getting pleasure from working in a well-designed environment, as it helps them to do their job better by providing a suitable sales-tool. (Discussions with Mäkeläkatu Store Manager Jaakko Maasalo at 5th December 2000 and Lundia Marketing Manager Arto Melanko at 15th January 2001)

6.3 Data Collection

The target for the data collection was to reach all the adult customers that visited Lundia Mäkeläkatu store during one day. The target was nearly met, as there were only a couple of customers who were not willing to take part to the study. The main part of the sample (30 out of 41 respondents i.e. 73%) was gathered during that day. The rest of the sample (27%) was gathered during the next two weeks. The main sample day was chosen to be Saturday since that is usually the busiest day of the week in the Lundia Mäkeläkatu store.

The information was collected with structured questionnaires. The questionnaires were given by the researcher to every interested customer who

entered the store on Saturday 19th February 2001 during 10 a.m. and 3 p.m. The customers were asked to first spend a few minutes in the store and thereafter fill in the questionnaire. The customers were motivated to take part in this research by giving a small reward to everyone who returned the questionnaire to the cashier. Thus almost every customer was willing to take part to the study although it was said to take 10 to 15 minutes to fill it in. Rest of the questionnaires were given to the interested customers during the next two weeks by the sales personnel of the Lundia Mäkeläncatu store (11 out of 41, i.e. 27%).

The research material was analysed with the help of SPSS for Windows 10.1 – program between June 2002 and January 2003.

6.4 The Questionnaire Structure

The theoretical standpoint of this study has been mainly on the Mehrabian & Russell's (1974) approach to environmental psychology. The creation of an optimal environment is based on the knowledge of the target customer and therefore the main part of the empirical research concentrates on knowing the customer's personality-related emotions. Thus the empirical research is made up of the respondents' individual needs for stimulation (i.e. their characteristics or preferred emotional structures) and their emotions derived from the environment (i.e. perceived emotions), as well as their demographics and their intention to buy.

The questionnaire is comprised of three pages. First page aims at finding out how the questionnaire respondents perceive the store environment and what kind of emotions it evokes in them. The second page targets to discover the respondent characteristics i.e. their preferred emotions. The third page seeks to understand the respondents' situational moderators.

The questionnaire was tested with seven people, after which some of the questions were dropped out and some modified to better suit the original goal. After the second test with five persons the questionnaire was considered to suit the study problem. The content and groundings of each question area is next discussed in more detail. The research questionnaire is presented in original language (Finnish) in appendix 5.

The first page of the questionnaire aims at finding out how the respondents experience the shopping environment, i.e. how it affects their feelings and what kind of emotions it evokes in them. As discussed earlier in chapter 3.1.1 (Emotions of Pleasure, Arousal and Dominance), consumers response to environmental stimuli with either approach or avoidance behaviour. These behaviours result from emotional states that a consumer feels due to the stimuli from the environment. The emotional states are in turn modified by the consumer's personal characteristics and individual need for stimulation. Perceived pleasure means the degree to which a person feels good, joyful, happy or satisfied with the situation. Mehrabian and Russell (1974) gathered six emotional reactions to describe perceptions of pleasure: happy – unhappy, pleased – annoyed, satisfied – unsatisfied, contented – melancholic, hopeful – despairing and relaxed – bored. The level of perceived arousal means the degree to which a person feels excited, stimulated, alert or active in the situation. The six emotional reactions that describe feelings of arousal are: stimulated – relaxed, excited – calm, frenzied – sluggish, jittery – dull, wide awake – sleepy and aroused – un-aroused. The level of perceived dominance, on the other hand, means the degree of personal control over the situation. Respondents' perception of dominance is described with the following six emotional reactions: controlling – controlled, dominant – submissive, influential – influenced, important – awed, autonomous – guided and in control – cared for. (Mehrabian & Russell 1974, 18-26)

The second page of the questionnaire aims at discovering the respondents' individual needs for stimulation and preferred state of mind, i.e. how much

pleasure, arousal and dominance the respondents seek for. Also this part of the study was modified from Mehrabian & Russell, who have stated that pleasure, arousal and dominance as emotional states can be assessed from self-report scales. After a series of studies they resulted in six items per state, which were designed to reveal what the respondent likes to do, is trying to do, or feels important. (Mehrabian & Russell 1974, 18-19) These six items are used in this study to measure the respondents' preferred pleasure- and dominance levels, whereas preferred arousal level is measured with a wider selection of items because of its special significance to approach – avoidance responses. The same kind of approach was used also by Mehrabian and Russell (1974). Their original AST-I (Arousal Seeking Tendency) scale was chosen for a basis for this study, but instead of having 24 items on arousal, only 18 were selected. 6 items were left out as they did not seem to fit the Finnish culture. It was also important that the questionnaire would stay short enough to be filled in directly after the tour in a store in less than ten minutes. For the sake of easiness and quickness also the Likert-scale used in this study was cut back from Mehrabian and Russell's (1974) nine-point scale and Boedeker's (1997) seven-point scale into a five-point scale. The five-point scale was fully labelled from "totally disagree" (1) to "totally agree"(5), offering a midpoint with "neither disagree nor agree" (3).

The third page of the questionnaire concentrates to the respondents' background and situational factors. The questions referring to demographics and socio-cultural characteristics include age, sex and family life cycle. The situational response moderators that are studied on the third page refer to the respondents' familiarity with the store environment, their motives for visit, their personal assessment on whether the store environment helps them to find what they need, their intention to return to the store to do some shopping in the future and their intention to buy something during the visit in question. To cover possible areas that are left out from the questionnaire, but are important to the respondent, the respondent is finally asked to describe the store environment with her own words.

The questions regarding to respondents' background information (questions 1 and 3 on page three) are measured with a nominal scale and analysed with Chi-square. The rest of the questions are measured with an ordinal scale. It is however an established habit in customer service studies and marketing studies to handle the ordinal scale variables as if they were measured with interval scale (Heikkilä 2001, 81). This kind of procedure provides a better overview on the studied issues and has thus been used also in this study. Consequently, although most of the variables are measured with an ordinal scale, they are analysed with Pearson correlation coefficient and regression analysis as if they were measured with interval scale.

The differences among groups are described with statistical significance (p). The smaller the p-value, the smaller the possibility of coincidence and the clearer the dependence among groups. Statistical significance is expressed following:

Statistically very significant, if $p \leq 0,001$

Statistically significant, if $0,001 < p \leq 0,01$

Statistically almost significant, if $0,01 < p \leq 0,05$

6.5 Evaluation of the Study

The aim of the research was to find out what kind of perceived – and characteristic emotions lead to buying behaviour. Part of the study was therefore to evaluate how the consumers felt in the store environment i.e. whether they felt adequate levels of pleasure, dominance and arousal in it, and then study if there were any differences among the consumers according to their demographics, personal motives and preferred emotional levels. The research questions were put together using the previous experience of Mehrabian & Russell and Boedeker as the background, but modifying the question areas to suit the nature and scope of this study. The advantages of

using existing instruments are considerable: previously published studies for comparison, sense of security, and time saving, for example. On the other hand there are also risks, like for instance the risk of missing some aspects of the phenomenon or the risk of coming to incorrect conclusions due the change of culture. (Boedeker 1997, 121)

6.4.1 Validity

Validity refers to the quality of the study: whether it measures what it is supposed to measure or not. In questionnaires the validity is primarily about how good the questions are i.e. whether one can find a solution to the research problem with their help. (Heikkilä 2001, 186)

The sample size of this study (41) can be regarded as rather good, as nearly all of the customers during one day were reached. The questionnaires were filled up thoroughly and there were no questionnaire responses that should have been discarded. The sample includes 30 respondents who visited the store on Saturday and 11 respondents who visited the store on any day of the week. Those who have a possibility to visit Lundia on weekdays, e.g. students and retired people, may thus a bit under represent the sample.

The validity is in general emphasised by the fact that the research questionnaires were filled in within the studied store environment and thereby the respondents could not forget their emotions.

The questionnaire questions of this study are based on the theoretical part and also other researchers have used them in their consumer behaviour related studies. Thus the questions are considered to be tested and valid for this purpose. The validity of the questions on the questionnaire page one may, however, have declined by the fact that the questions were translated from

English into Finnish by the researcher. Although the questions were tested, they may have lost some depth or tone compared to the original questions.

6.4.2 Reliability

Reliability is the ability of a measurement to produce systematic results. In practice the reliability is often described as the correlation between two independent measurements. The same issue is measured with two or more questions and the correlation coefficient between them is calculated. The correlation coefficient varies between 0 and 1, and is close to one in reliable measurements. There are no common limits that the coefficient should exceed to be reliable, but it would be good to have reliability levels above 0,7. In practise, however, a lot lower levels are also accepted. (Heikkilä 2001, 187)

The reliability of the multi-item scales used in this study was measured with Cronbach's alpha, which is the most commonly used reliability coefficient and an estimator of the internal consistency of a multi-item scale. For each scale the aim was to achieve as high reliability level as possible and sometimes this led to dropping out of one item from the original scale. This was thought to not diminish the validity of the scale, as the maximum amount of items being dropped out was one per scale of at least five items.

The multi-item scales for perceived pleasure-, perceived dominance- and perceived arousal were quite good. Cronbach's reliability analysis suggested that all the five items of **perceived pleasure** should be kept in the scale and thus gave a good reliability value of 0,71. Also the reliability of the **perceived dominance** level scale was good (0,68) without dropping any items. However, the reliability the **perceived arousal** scale was not that good. The reliability analysis suggested that item PA5 (jittery – dull, see appendix 1) should be removed from the perceived arousal scale yielding thereby from Cronbach's alpha value 0,60 to 0,63 at maximum. The value of Cronbach alpha for the perceived arousal is still not as high as for the perceived pleasure and perceived

dominance scales, but it is evaluated to be acceptable anyway. The increase in reliability by dropping out one item was considered significant enough to perform this reduction. The reliability of these three perceived emotional level –scales would not have been improved by dropping out further items.

Reliability of the multi-item scales studying respondents' individual need for stimulation got varied results. Cronbach's reliability analysis suggested that item CP6 (I usually feel relaxed, see appendix 1) should be removed from the **characteristic pleasure** scale yielding thereby from Cronbach's alpha 0.35 to 0,52 at maximum. The value of Cronbach alpha for the characteristic pleasure scale is still low and thus it may not be as reliable as the other scales. Also the reliability of **characteristic dominance** level scale was quite low. The reliability analysis suggested that item CD5 (I like the feeling of being cared for, see appendix 1) should be removed from the characteristic dominance scale yielding thereby from Cronbach's alpha value 0.53 to 0.60 at maximum. The value of Cronbach's alpha for the characteristic dominance is still quite low, but it is considered to be acceptable anyway. On contrary to other characteristic emotional level scales, **characteristic arousal** level scale had a really high reliability. Cronbach's reliability analysis suggested that only item CA3 (I do not pay much attention to my surroundings, see appendix 1) should be removed from the characteristic arousal scale. The Cronbach's alpha value yielded thereby from 0,77 to 0,79 at maximum. In all of these cases the increase in reliability by dropping out one item was considered significant enough to perform this reduction and in none of the cases could the reliability have been improved by dropping out further items.

After removing the four items that did not correlate with the studied emotions the rest of the items were combined and categorised in six mean variables: mean variable of perceived pleasure, mean variable of perceived dominance, mean variable of perceived arousal, mean variable of characteristic pleasure, mean variable of characteristic dominance and mean variable of characteristic

arousal. These mean variables were used when studying correlation between buying behaviour, demographics and characteristic -and perceived emotions.

Also the reliability of the questions studying respondents' buying intention was studied with Cronbach alpha. Cronbach's reliability analysis suggested that both of the items of buying intention (questions 7 and 8) should be kept in the scale and thus gave a very good reliability value of 0,77. These two items were also combined into one mean item when studying the respondents' buying tendency.

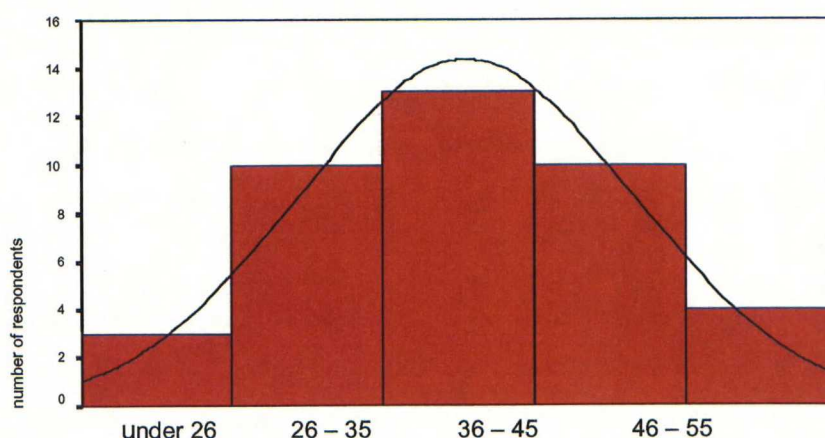
7 FINDINGS AND DISCUSSIONS

This chapter presents the findings of the empirical case study conducted in Lundia Mäkeläkatu store. The chapter begins by analysing the respondents' background, after which the discussion moves to evaluate their perceptions of the studied store environment as well as their individual needs for emotions. The chapter concludes with an analysis that aims at finding the combinations of independent variables that would explain and forecast the respondent emotions and shopping behaviour.

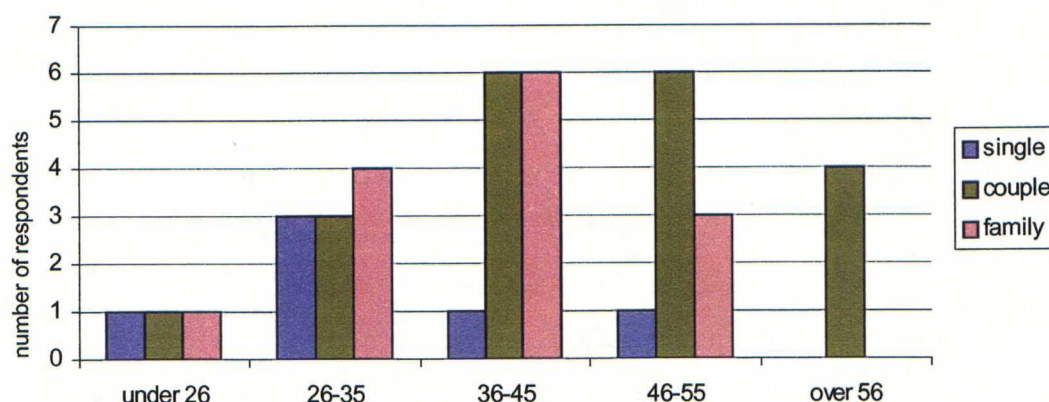
7.1 Questionnaire Respondent Background

This chapter concentrates on the respondents' situational response moderators and reveals some of the respondents' background and the situational factors they faced when entering the Lundia Mäkeläkatu store. The questionnaire questions cover demographic and socio-cultural aspects like age and family life cycle as well as situational response moderators like familiarity with the store environment and motive for visit. The frequency tables of the answers are presented in appendix 2.

The respondents mean age is 41 years with a standard deviation of 11 years. The youngest respondent is 18, while the oldest is 63 years old. One third of the respondents are between 36 to 45 years old. To help comparisons by groups, the respondents are divided into five age groups. (See figure 9)

Figure 9 *Amount of respondents' by age groups*

There are 18 (44%) male respondents and 23 (56%) female respondents. Half of the questionnaire respondents live in two-person households together with their spouse, whereas one third has a family. Only 15% of all the respondents live alone. As could be expected the family life cycle seems to vary according to age group: the younger respondents live more often alone whereas the middle aged usually live either as a couple or with their family. Among those 27 who are above 36 years old there are only 2 single persons (7%). 40% of those between 26 to 35 years already have a family, whereas almost half (46%) of the 36 to 45 years old live as a couple and another half (46%) of them has a family. The over 46 years old respondents are most likely to live as a couple. (See figure 10)

Figure 10 *Respondents' family life cycle according to age groups*

Lundia's Mäkeläncatu store is not a familiar store environment to the respondents. Only 17 respondents (42%) have visited the store at least once before, and only half of those who have visited have been there more than 3 times earlier. For the remaining 24 persons this was their first visit to the store. This is however quite natural as the store had been opened less than a year before the time of the study.

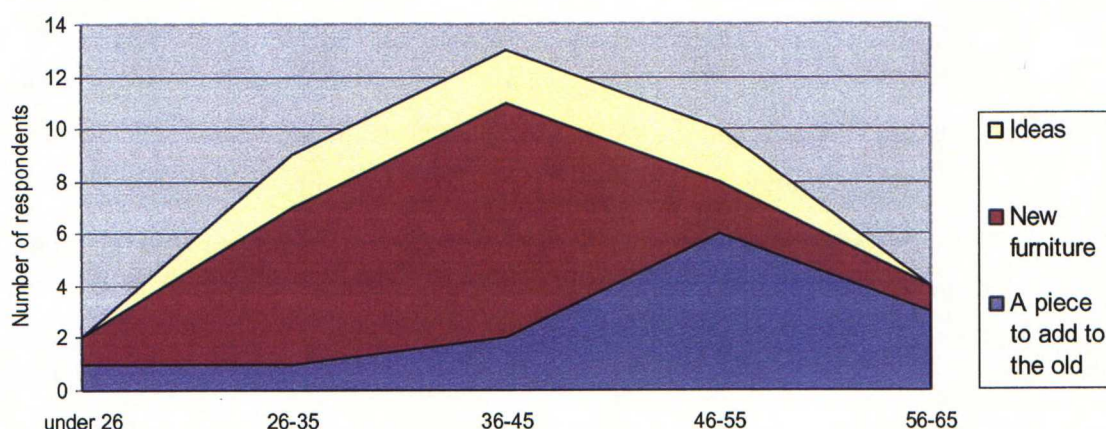
The respondents' motive for coming to Lundia is usually related to looking for new furniture rather than looking for modules for existing furniture. In this study new furniture refers to complete sets whereas modules refer to additions to existing furniture sets e.g. extra shelves. Almost half of the respondents report that their main reason for coming to Lundia Mäkeläncatu store was to look for new furniture. More than one third are looking for a specific module to add upon their existing Lundia furniture and 15 % of the respondents are just looking for new ideas. This gives support to the assumption that Lundia Mäkeläncatu customers are well aware of their need and have a special goal in their mind. Customers do not typically end up in the Lundia Mäkeläncatu store by accident.

Almost all the respondents think that Lundia Mäkeläncatu store environment helps them to find a suitable product for their needs. Only two of the respondents thought that the store environment did not help them to find a suitable product for their needs, whereas the rest 96% felt that it either helped them a lot (22 respondents) or at least somewhat (17 respondents).

Nearly all respondents (40 out of 41) express that they are either rather- or very likely to do some purchases at the studied store environment. The original idea of comparing those who are willing to buy to those who are not by analysing the hypothetical differences between their perceived- and characteristic emotions cannot therefore be used.

The respondent's motive for coming to Lundia seems to depend on their age. 60% of the 26 to 35 years old respondents and up to 70% of 36 to 45 years old respondents are looking for a new piece of furniture, while only 20 % of the older respondents have the same kind of goal in mind. The vast majority of those above 46 years old are looking for a new module to add to their existing Lundia furniture e.g. a shelf. Consequently it could be said that need for modules increases with age, whereas new furniture is looked for by the 26 to 45 years old. (See figure 11) The correlation between age and motive is statistically almost significant (Sig = 0,011).

Figure 11 *Motive for coming to Lundia according to age groups*



Another factor affecting respondent motives is familiarity, i.e. the number of previous visits to Lundia Mäkeläntä store. The more often the respondents have visited the store, the more likely they are to search for a particular module for their existing Lundia furniture. Accordingly, new ideas and new furniture are searched mainly by those who have visited the store just a couple of times or never before. The correlation between motive and familiarity is statistically very significant (Sig = 0,001).

7.2 Respondent Perceived and Preferred Emotions

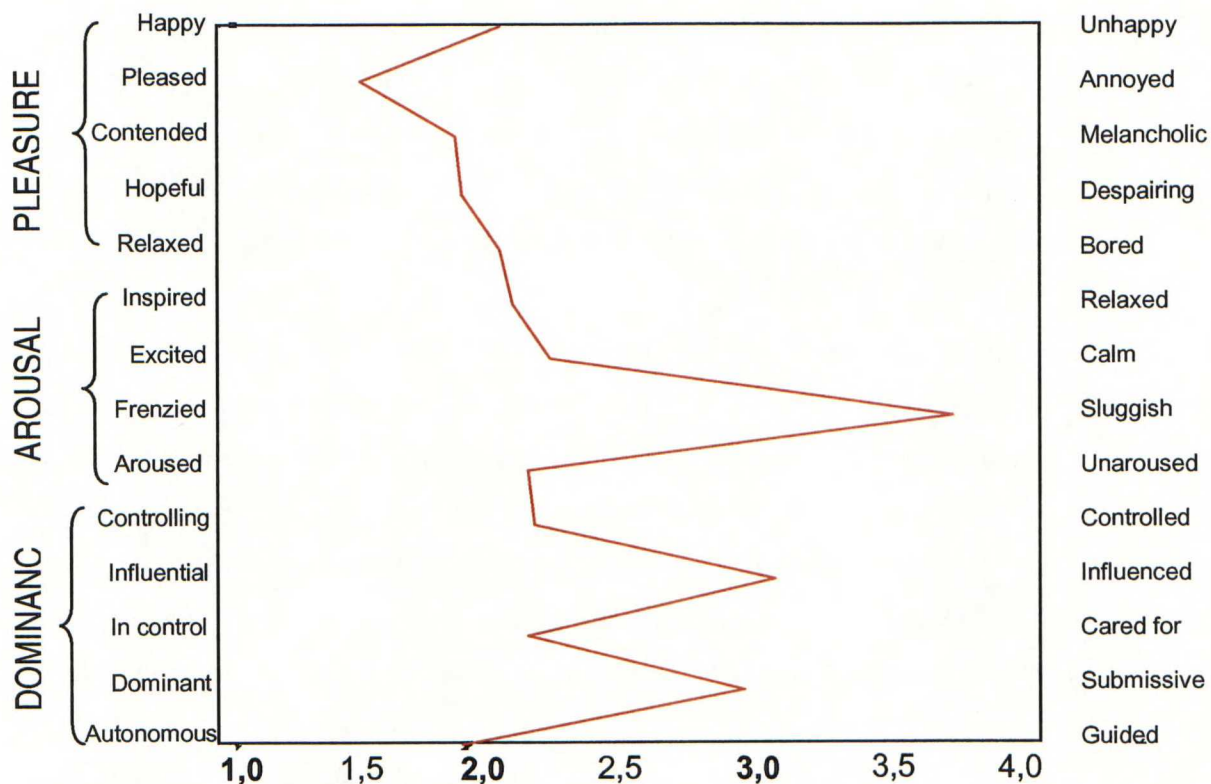
As discussed earlier, the original idea was to compare those who are willing to buy to those who are not by analysing the hypothetical differences between their perceived- and characteristic emotions. However, as nearly all respondents (40 out of 41) express that they are either very or quite likely to buy something from the Lundia Mäkeläncatu store, the original idea cannot be used.

This chapter starts by presenting how the respondents in general perceive the studied store environment. Thereafter the discussion moves to describe how the respondents' perception of the store environment correlates with their characteristic emotions. To explain changes in some of the variables, the best possible combinations of affecting independent variables are searched for with the help of regression analysis. The correlation table is presented in appendix 3 and the results of regression analysis are presented in appendix 4.

7.2.1 Respondent perception of the store environment

In general the respondents perceive the Lundia Mäkeläncatu store environment as a very pleasing and moderately arousing environment. Pleasing, a bit inspiring and very relaxing –even sluggish– are the qualities that the respondents chose from questionnaire page one to describe their emotions in Lundia Mäkeläncatu store environment (see figure 12).

Figure 12 *The emotion eliciting qualities of Mäkelänkatu store environment*



These qualities get support from the open questions, where the customers describe Lundia Mäkelänkatu store environment and its staff as pleasing, peaceful, helpful and professional. 9 respondents described the physical store environment as pleasing, whereas peaceful got 6 mentions, tidy 5 mentions and sunny or light 4 mentions. 4 respondents thought that the merchandise was well displayed, whereas 2 respondents would have wanted to see more options on display. The customers not only liked the physical environment, but also were very pleased with the service level in Lundia Mäkelänkatu store. 13 respondents wrote that the personnel are very happy and helpful, and 7 respondents described the employees as professional. 3 respondents wrote simply that the service was good. There were only 2 respondents who wrote that there were too few employees, but even they had a positive tone in their

response. Overall the tone was very positive in all the answers and out of the total 41 respondents there were only 5 who did not write anything on the open question.

As mentioned earlier, the Lundia Mäkeläncatu store environment was perceived as equally pleasing by both male and female and by people in all age groups and family life cycles. In this aspect there were no demographic groups of people who would have stood out from the respondent group.

Respondents who perceive the store environment to be high in pleasure perceive it to be suitable for their needs, too. The correlation between questionnaire respondents' perception of pleasure and their perception of the suitability of the store environment is statistically almost significant ($\text{Sig} = 0,032$). This is verified by regression analysis, which shows that *perceived pleasantness of the store environment and motive for coming to a store explain 25% of perceived suitability of the store environment* ($\text{Sig} = 0,005$).

In addition to its correlation with perceived suitability, the questionnaire respondents' perception of environmental pleasure correlates strongly with their perceptions of arousal and dominance in that environment. Correlation between perceived pleasure and perceived arousal is statistically very significant ($\text{Sig} = 0,000$), as is also the correlation between perceived pleasure and perceived dominance ($\text{Sig} = 0,001$). According to regression analysis *perceived arousal explains 40% from the customers' perception of pleasure* ($\text{Sig} = 0,000$). This gives support to the discussion in chapter 3.1.2 (Optimal level of stimulation), where it was argued that in pleasant environments an increase in arousal level increases the perception of pleasure and thus brings the individuals closer to the optimal stimulation. Perceived dominance is best explained with respondent's perception of pleasure and motives. *Motive for coming to the store and the perceived pleasantness there explain 28% of respondent's perception of personal dominance*. It seems thus that people feel that they are better in control over the situation, when they perceive the

environment as pleasant. This supports the discussion in chapter 3.1.1 (Emotions of pleasure, arousal and dominance) where the decision to keep perception of dominance as one of the basic dimensions of human emotional states was conversed.

The level of perceived arousal affects the respondents' intention to buy. Perceived arousal does not, however, explain more than 10% of the respondents shopping intention (Sig = 0,049).

7.2.2 Respondents' individual emotional structures

As discussed in chapter 6.3 (Structure and founding of the questionnaire) the five-point scale used in the questionnaire page two was fully labelled from "totally disagree" (1) to "totally agree"(5), offering a midpoint with "neither disagree nor agree" (3). The answers were grouped into three categories in order to clarify the crosstabs. In the final correlation and regression analysis the answers are however analysed with original scale. The crosstab-groups are following:

- ✓ below 2,5 = totally disagree i.e. low need for emotion in question
- ✓ between 2,5 and 3,5 = neither disagree nor agree i.e. moderate or low need for emotion in question
- ✓ above 3,5 = totally agree i.e. high need for emotion in question.

Frequency scales of the answers for page two are presented in appendix number 2.

The male respondents seem to prefer higher levels of pleasure, arousal and dominance than the female respondents. 11% of the men have a high individual need for pleasure, whereas none of the female respondents replies the same way. On the contrary 43% of the women have a very low need for

pleasure, and the rest 57% of the women have just a moderate or low need for pleasure. Also most of the male respondents (56%) have just moderate or low need for pleasure, but the slight difference comes from the fact that only one third (33%) of the men have a very low need for pleasure.

Likewise, none of the respondents have characteristically a high need for personal control over the situation, but again the male seem to have a bit higher need for it than the female. The male are divided half and half to those who have a moderate or low need for dominance and to those who have only very low need for dominance, whereas the vast majority (72%) of the women have only a very low need for personal control over the situation.

Similarly to the need for pleasure and dominance, the male respondents seem to have a bit higher need for arousal than the female respondents. There is only one male respondent (6% of the men) who replies to have a very high need for arousal, whereas half (50%) of the male respondents have a moderate or low need for arousal. 44% of the male seem to have a very low need for arousal. None of the females have a high need for arousal. Quite the opposite, most of them (57%) have a very low need for arousal and the rest 43% have only moderate or low need for it.

However, as with perceived emotions, the regression analysis found no support to the relationship between sexes. The only demographic differentiator with statistical difference is family life cycle. Respondents' characteristic need for pleasure depends on both their characteristic need for dominance and their family life cycle. *The need for personal control and family life cycle explain 24% of the need for pleasure* (Sig = 0,006). It seems that people who prefer high individual dominance prefer high individual pleasure as well, whereas having a family lowers the individual need for pleasure.

7.2.3 Summary of the results

This study found only a few explaining variables to the perceived- and preferred emotions and shopping behaviour. Many variables seemed to have some correlation between each other, but regression analysis found no real explanation value in them. The understanding of this is that the other variables contain no such information that the regression analysis explaining variables would not yet contain.

As a summary it can be stated that the results seem to give only partial support to the hypothesis 1 and 2, i.e. that people who find adequate levels of pleasure, arousal and dominance in store environment would express more intention to buy, and that people who find too low levels of pleasure, arousal or dominance in store environment would express less intention to buy. This is because nearly all the questionnaire respondents expressed an intention to buy, and thus no comparisons could be made. The results give support only to the fact that people are even more willing to buy when they perceive higher levels of arousal.

This study did not find any support to the hypothesis 3, which claimed that people who find too high levels of arousal express less intention to buy. This is because none of the respondents expressed to have perceived too high levels of arousal in the studied store environment.

The study did, however, find strong support to the fourth hypothesis, which claimed that all the perceptions of various environmental elements affect each other. Correlations between perceived pleasure, arousal and dominance are statistically very significant, and for instance perceived arousal and perceived pleasure explain 40% of each other. Additionally, when the pleasantness in a store environment gets higher, raise also arousal and dominance levels in that environment.

The fifth hypothesis, which argued that respondent demographics and situational response moderators will affect the respondent buying behaviour gained also slight support, motives and family life cycles were found to affect perceived dominance and characteristic need for pleasure (accordingly).

8 CONCLUSIONS

One of main goals of this study was to find evidence to the assumption that well planned and suitable interior design will have a positive affect customer buying behaviour. The study has thus searched for an answer to the question of the actual affect of shopping environment affect shopping behaviour. To answer this question, the study has investigated the affects of various environmental elements and discussed the related issues in consumer psychology. One goal has been to indicate the connection between environmental stimuli and shopping behaviour, and to present basic emotions and behaviours that the environmental elements are thought to generate in people.

The study showed that arousing store environments enhance customers' buying intentions. A pleasant environment intensifies both the perception of arousal and personal control over the situation. It can thus be said that a successful store environment is perceived fore most as pleasing, but also very inspiring and controllable.

8.1 Managerial Implications

The main goal of environmental design in business environments is to support the strategic goals of the management. The organisational and marketing goals are transferred into the retail environment by defining its wanted impact on customers and/or employees. In order to create an environment that is suitable for the target group, one needs to know what they are looking for. The store environment should resemble the target customer's view of herself, or more precisely, her view of the person she would like to be. The environmental elements should in other words combine to give the wanted image of both the store and its customers.

Consumers commonly look for cues about the company's capabilities and quality from the physical environment. Store environment is a rich media for both intended and unintended cues and is thus very influential in communicating the firm's image and purpose to its customers. Environmental elements like colours, lights, sounds, style, space and the level of social communication together form the store environment that the customer based on her situational feelings and knowledge evaluates.

As discussed earlier in the study, the retail environment affects on many levels. For the first it creates a visual metaphor of an organisation's total offering. The environment acts as a package that conveys the total image and suggests the potential usage and relative quality of the merchandise or service. Moreover, the physical setting can work as a facilitator that either aids or hinders the ability of customers and employees to carry out their plans. A retail environment may also encourage particular forms of interaction between and among customers and employees, or provide opportunities for customers to linger. Finally, the physical environment can serve as a differentiator and signal the intended market segment, position the organisation and convey distinctiveness from competitors. (Bitner 1995, 244)

A negative impression on the sales personnel, bad air quality or wrongly evaluated price level are all cues that on a conscious or unconscious level affect the customer. The customer's perception leads into level of emotion that in its optimum encourages her to approach the environment and its merchandise and other vice makes her leave.

The design of the studied store environment, Lundia Mäkeläkatu, can be said to have succeeded quite well. The respondents found the store environment very pleasing and nearly all the respondents express an intention to buy, the environmental design can be considered to have succeeded. And it might not be a totally wrong guess that at least at Lundia the interior design has been a worthwhile investment.

8.2 Suggestions for Further Research

This study has sketched only the major lines in and around the affect of environmental elements buying behaviour. The study has not gone deeper into the endlessly wide but interesting field of psychological effects of various environmental elements. One important direction would therefore be to bring the affects of environmental elements closer to those who plan, design and create store environments. An important aim there would be to discover what and what kind, are the retail outlet characteristics, which are typically perceived as offering a suitable shopping environment. We know for example that blue colours are often perceived as more pleasing than red colours and that instrumental background music tends to be more pleasing than music with faster tempo, but what are the combinations of elements that make the environment not only pleasing, but also arousing and controllable? Further, are there differences in the preferences of those who have high need for environmental stimulation compared to those of the opposite tendency?

Another important issue to study further would be to find more evidence for the affect of perceived store environment on the actual shopping behaviour. This study did not succeed in its original goal of bringing evidence on this matter by comparing the consumers on the basis of their buying behaviour because of the (unfortunate) fact that everybody expressed an interest towards buying. This kind of situation could perhaps have been avoided by choosing the studied store from an area where recreational shoppers typically move around such as the city centre or a shopping mall, because then there would have been less shoppers with pre-decided buying intentions.

9 FINAL WORD

The importance of interior design is growing. The awaited future changes in both the way people shop and the reason why they shop urge for better designed, highly inspiring, and appealing shopping environments. This puts pressure on the retailers, who –often without any interior design education– make the decisions about the store environment. It is often the business-oriented part of a company, not the designers, who decide the style and looks of the store environment. Especially in the smaller retail stores it is usually the managers, who plan, build, change and control the physical surroundings, although most of them have no education or even knowledge about the influence of an environment on customer behaviour.

The trick behind a successful store environment is not, however, just to hire a talented designer to design the interior. The key for successful interior design is the thorough study of the aimed customers and their preferences, because it is with that information that the right environmental elements can be chosen. The well-chosen environmental elements then combine to stimulate the senses of the targeted customers and affect their shopping behaviours. Thus a successful store environment is not only about good design, but also most importantly about knowing the targeted customers better than they know themselves.

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CRONBACH ALPHA RELIABILITY TEST

Reliability for Perceived Pleasure

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PP1	7,4103	3,5641	,3669	,7038
PP2	7,8974	3,4629	,5648	,6319
PP3	7,5385	3,6235	,4197	,6813
PP4	7,5128	3,3090	,4434	,6743
PP5	7,3846	2,9798	,5737	,6147
Reliability Coefficients				
N of Cases = 39,0		N of Items = 5		
Alpha = ,7108				

Reliability for Perceived Arousal

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PA1	11,3250	3,9173	,4525	,4861
PA2	11,1500	3,9256	,4392	,4942
PA3	9,7250	4,5122	,3700	,5372
PA4	11,2000	4,2154	,3593	,5430
PA5	10,2000	5,6000	,1422	,6285
Reliability Coefficients				
N of Cases = 40,0		N of Items = 5		
Alpha = ,5993				

Reliability for Arousal if item A5 deleted:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PA1	8,1250	3,5481	,3774	,5821
PA2	7,9500	3,0744	,5451	,4497
PA3	6,5250	3,9481	,3517	,5972
PA4	8,0000	3,5897	,3679	,5888
Reliability Coefficients				
N of Cases = 40,0		N of Items = 4		
Alpha = ,6285				

Reliability for Perceived Dominance

	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
PD1	10,1220	3,2098	,4794	,6099
PD2	9,2927	3,2122	,3796	,6576
PD3	10,1463	3,0280	,4093	,6476
PD4	9,3659	3,9378	,4176	,6545
PD5	10,3415	2,9305	,5585	,5698
Reliability Coefficients				
N of Cases =		41,0	N of Items =	
Alpha =		,6802		

Reliability for Characteristic Pleasure when item cP6 deleted:

	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
CP1	13,0732	7,2695	,3020	,4556
CP2	15,0976	5,8902	,3481	,4163
CP3	13,7805	6,7256	,3305	,4332
CP4	14,0976	5,9402	,2861	,4689
CP5	13,0244	8,0744	,1806	,5147
Reliability Coefficients				
N of Cases =		41,0	N of Items =	
Alpha =		,5165		

Reliability for Characteristic Arousal when item cA3 deleted:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
CA1	55,7949	66,2726	,1591	,7903
CA2	56,7692	62,5506	,3663	,7765
CA4	56,1795	64,3090	,2712	,7832
CA5	55,5385	61,0972	,5055	,7670
CA6	54,7949	65,6410	,2304	,7850
CA7	55,0513	60,3657	,7005	,7580
CA8	56,4615	60,5182	,4177	,7726
CA9	56,1282	60,6937	,3976	,7744
CA10	55,1282	64,7989	,2419	,7851
CA11	54,8462	65,7652	,3736	,7786
CA12	56,6154	62,5587	,2704	,7861
CA13	54,9487	60,8920	,6562	,7606
CA14	56,3333	62,0702	,4031	,7739
CA15	55,2821	63,1552	,5094	,7701
CA16	56,4103	59,3009	,4321	,7717
CA17	55,7436	63,5115	,3168	,7800
CA18	56,0769	60,4413	,3692	,7776
Reliability Coefficients				
N of Cases = 39,0		N of Items = 17		
Alpha = ,7865				

Reliability for Characteristic Dominance when item cD5 deleted:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
CD1	15,6098	5,5439	,3016	,5813
CD2	16,0488	4,6976	,3283	,5909
CD3	15,6098	5,2439	,4750	,4874
CD4	14,9756	6,0744	,3509	,5562
CD6	15,1220	6,1598	,4422	,5319
Reliability Coefficients				
N of Cases = 41,0		N of Items = 5		
Alpha = ,6031				

Reliability for Probability to buy

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
RETURN	1,2195	,2256	,6315	.
BUYING	1,2683	,3012	,6315	.
Reliability Coefficients				
N of Cases = 41,0		N of Items = 2		
Alpha = ,7692				

BACKGROUND INFORMATION TABLES

SEX		
	Frequency	Percent
male	18	44
female	23	56
Total	41	100
FAMILY LIFE CYCLE / MARITAL STATUS		
	Frequency	Percent
single	6	15
couple	21	51
family	14	34
Total	41	100
NUMBER OF EARLIER VISITS / FAMILIARITY		
	Frequency	Percent
never before	24	59
1-2 times	9	22
3-10 times	8	20
Total	41	100
WHAT IS SEARCHING FOR / MOTIVE		
	Frequency	Percent
module	14	34
new furniture	19	46
ideas	6	15
other	2	5
Total	41	100
HOW MUCH THE STORE ENVIRONMENT HELPS / SUITABILITY		
	Frequency	Percent
a lot	22	54
somewhat	17	41
quite little	1	2
not at all	1	2
Total	41	100
SHOPPING INTENTION		
	Frequency	Percent
likely to buy	40	98
unlikely to buy	1	2
Total	41	100

Motive within age groups

Motive * age group Crosstabulation							
		under 26	26-35	36-45	46-55	56-65	Total
modules	Count	1	1	2	6	3	13
	% within age group	33,3	10,0	15,4	60,0	75,0	32,5
new furniture	Count	1	6	9	2	1	19
	% within age group	33,3	60,0	69,2	20,0	25,0	47,5
ideas	Count		2	2	2		6
	% within age group		20,0	15,4	20,0		15,0
other	Count	1	1				2
	% within age group	33,3	10,0				5,0
Total	Count	3	10	13	10	4	40
	% within age group	100,0	100,0	100,0	100,0	100,0	100,0

Shopping intention according to estimated suitability

Shopping intention * suitability Crosstabulation						
		Suitability				
		a lot	somewhat	quite little	not at all	Total
Shopping intention	likely	22	17		1	40
	unlikely			1		1
	Total	22	17	1	1	41

Perceived emotions according to demographic groups

Perceived pleasure (mean) * sex Crosstabulation			
	male	female	Total
much perceived pleasure	16	21	37
not pleasure or displeasure	2	2	4
Total	18	23	41

Perceived pleasure (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
much perceived pleasure	2	10	12	9	4	37
not pleasure or displeasure	1		1	1		3
Total	3	10	13	10	4	40

Perceived pleasure (mean) * asuinkumppani Crosstabulation				
	single	couple	family	Total
much perceived pleasure	6	19	12	37
not pleasure or displeasure		2	2	4
Total	6	21	14	41

Perceived arousal (mean) * sex Crosstabulation			
	male	female	Total
much perceived arousal	4	12	16
not arousing or unarousing	12	11	23
much perceived unarousal	2		2
Total	18	23	41

Perceived arousal (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
much perceived arousal	1	4	5	3	3	16
not arousing or unarousing	2	6	7	7		22
much perceived unarousal			1		1	2
Total	3	10	13	10	4	40

Perceived arousal (mean) * family life cycle Crosstabulation				
	single	couple	family	Total
much perceived arousal	2	10	4	16
not arousing or unarousing	4	10	9	23
much perceived unarousal		1	1	2
Total	6	21	14	41

Perceived dominance (mean) * sex Crosstabulation			
	male	female	Total
much perceived dominance	9	11	20
no perceived dominance nor submissiveness	9	12	21
	18	23	41

Perceived dominance (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
much perceived dominance		6	8	5	1	20
no perceived dominance nor submissiveness	3	4	5	5	3	20
	3	10	13	10	4	40

Perceived dominance (mean) * family life cycle Crosstabulation				
	single	couple	family	Total
much perceived dominance	3	10	7	20
no perceived dominance nor submissiveness	3	11	7	21
	6	21	14	41

Characteristic emotions according to demographic groups

Characteristic pleasure (mean) * sex Crosstabulation			
	male	female	Total
high need for pleasure	2		2
moderate or low need for pleasure	10	13	23
very low need for pleasure	6	10	16
Total	18	23	41

Characteristic pleasure (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
high need for pleasure			2			2
moderate or low need for pleasure	2	6	4	6	4	22
very low need for pleasure	1	4	7	4		16
Total	3	10	13	10	4	40

Characteristic pleasure (mean) * family life cycle Crosstabulation				
	single	couple	family	Total
high need for pleasure			2	2
moderate or low need for pleasure	3	11	9	23
very low need for pleasure	3	10	3	16
Total	6	21	14	41

Characteristic dominance (mean) * sex Crosstabulation			
	male	female	Total
moderate or low need for dominance	9	5	14
very low need for dominance	9	18	27
Total	18	23	41

Characteristic dominance (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
moderate or low need for dominance		3	3	4	3	13
very low need for dominance	3	7	10	6	1	27
Total	3	10	13	10	4	40

Characteristic dominance (mean) * family life cycle Crosstabulation				
	single	couple	family	Total
moderate or low need for dominance	2	8	4	14
very low need for dominance	4	13	10	27
Total	6	21	14	41

Characteristic arousal (mean) * sex Crosstabulation			
	male	female	Total
high need for arousal	1		1
moderate or low need for arousal	9	10	19
very low need for arousal	8	13	21
Total	18	23	41

Characteristic arousal (mean) * age group Crosstabulation						
	under 26	26-35	36-45	46-55	56-65	Total
high need for arousal				1		1
moderate or low need for arousal	1	4	7	4	2	18
very low need for arousal	2	6	6	5	2	21
Total	3	10	13	10	4	40

Characteristic arousal (mean) * family life cycle Crosstabulation				
	single	couple	family	Total
high need for arousal	1			1
moderate or low need for arousal	1	11	7	19
very low need for arousal	4	10	7	21
Total	6	21	14	41

Open questions

NUMBER OF MENTIONS REGARDING ENVIRONMENT

Positive

9 Pleasing environment

6 Peaceful

5 Tidy

4 Much light

4 A lot of options displayed well

3 OK

2 Friendly

2 Children-friendly

2 Qualified (asiallinen)

2 Stylish

Home-like, Good layout, Neutral, Nice (1 mention for each)

Negative

2 Not enough solutions displayed (more ideas to young homes needed)

Located a bit aside

NUMBER OF MENTIONS REGARDING SERVICE

Positive

13 Happy and helpful staff

7 Professional staff

3 Good service

Quick service

Negative

2 Too little staff

LEFT EMPTY

5 "nothing"

Correlations

	sex	age	family life cycle	number of previous visits	motive	suitability to ones needs	intention to return	intention to buy	Perceived pleasure in environment	Perceived arousal in environment	Perceived dominance in environment	Characteristic Pleasure	Characteristic Dominance	Characteristic Arousal
sex	Pearson Correlation	-.196	.038	-.126	.134	.122	-.197	-.110	-.199	-.385*	-.030	.159	.127	.199
	Sig. (2-tailed)	.226	.816	.434	.402	.446	.217	.494	.212	.013	.864	.320	.430	.212
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
age	Pearson Correlation	-.196	.098	.008	-.443**	-.310	-.070	-.225	.099	.077	.207	-.134	-.282	-.095
	Sig. (2-tailed)	.226	.546	.962	.004	.052	.666	.162	.544	.637	.200	.408	.078	.558
	N	40	40	40	40	40	40	40	40	40	40	40	40	40
family life cycle	Pearson Correlation	.038	.098	1	-.098	-.016	-.010	.096	.185	.282	-.043	-.253	.135	-.066
	Sig. (2-tailed)	.816	.546	.	.541	.921	.951	.549	.247	.075	.790	.110	.401	.681
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
number of previous visits	Pearson Correlation	-.126	.008	-.270	-.471**	-.065	-.040	-.098	-.016	.032	.144	.216	.061	.117
	Sig. (2-tailed)	.434	.962	.088	.	.685	.803	.544	.922	.843	.368	.175	.706	.466
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
motive	Pearson Correlation	.134	-.443**	-.098	-.471**	1	.168	.182	-.173	-.109	-.259	-.038	.068	.031
	Sig. (2-tailed)	.402	.004	.541	.002	.	.292	.254	.280	.498	.101	.811	.672	.845
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
suitability to ones needs	Pearson Correlation	.122	-.310	-.016	-.065	1	.209	.325*	.336*	.219	.069	-.168	-.099	-.268
	Sig. (2-tailed)	.446	.052	.921	.685	.042	.189	.038	.032	.168	.670	.295	.537	.091
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
intention to return	Pearson Correlation	-.197	-.070	-.010	-.040	.209	1	.632**	.263	.309*	.032	-.149	.004	-.305
	Sig. (2-tailed)	.217	.666	.951	.803	.189	.	.000	.110	.049	.844	.353	.980	.052
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
intention to buy	Pearson Correlation	-.110	-.225	.096	-.098	.182	.632**	1	.126	.246	-.093	.164	.186	-.073
	Sig. (2-tailed)	.494	.162	.549	.544	.254	.000	.	.432	.121	.562	.305	.244	.650
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Perceived pleasure in environment	Pearson Correlation	-.199	.099	.185	-.016	.336*	.253	.126	1	.592**	.480**	-.161	-.097	-.177
	Sig. (2-tailed)	.212	.544	.247	.922	.032	.110	.432	.	.000	.001	.315	.544	.267
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Perceived arousal in environment	Pearson Correlation	-.385*	.077	.282	.032	.219	.309*	.246	.592**	1	.399**	-.120	-.075	-.138
	Sig. (2-tailed)	.013	.637	.075	.843	.168	.049	.121	.000	.	.010	.454	.643	.390
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Perceived dominance in environment	Pearson Correlation	-.030	.207	-.043	.144	.069	.032	-.093	.480**	.399**	1	.006	-.121	-.205
	Sig. (2-tailed)	.854	.200	.790	.368	.670	.844	.562	.001	.010	.	.972	.452	.198
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Characteristic Pleasure	Pearson Correlation	.159	-.134	-.253	.216	-.168	.149	.164	-.161	-.120	.006	1	.343*	.081
	Sig. (2-tailed)	.320	.408	.110	.175	.295	.353	.305	.315	.454	.972	.	.028	.614
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Characteristic Dominance	Pearson Correlation	.127	-.282	.135	.061	-.099	.004	.186	-.097	-.075	-.121	.343*	1	.288
	Sig. (2-tailed)	.430	.078	.401	.706	.537	.980	.244	.544	.643	.452	.028	.	.067
	N	41	41	41	41	41	41	41	41	41	41	41	41	41
Characteristic Arousal	Pearson Correlation	.199	-.095	-.066	.117	-.268	-.305	-.073	-.177	-.138	-.205	.081	.288	1
	Sig. (2-tailed)	.212	.558	.681	.466	.091	.052	.650	.267	.390	.198	.614	.067	.
	N	41	41	41	41	41	41	41	41	41	41	41	41	41

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

APPENDIX 4

Suitability to ones needs

$R^2 = 0,250$, $F(2, 37) = 6,183$, $\text{Sig} = 0,005$

	B	t	Sig
Constant	0,319	0,709	0,483
Motive (new ideas)	0,648	2,706	0,010
Perceived pleasure	0,572	2,484	0,018

Perceived pleasure

$R^2 = 0,403$, $F(1, 38) = 25,625$, $\text{Sig} = 0,000$

	B	t	Sig
Constant	0,457	1,595	0,119
Perceived arousal	0,532	5,062	0,000

Perceived dominance

$R^2 = 0,283$, $F(2, 37) = 7,296$, $\text{Sig} = 0,002$

	B	t	Sig
Constant	1,762	6,383	0,000
Perceived pleasure	0,429	3,063	0,004
Motive (new furniture)	-0,261	-2,239	0,031

Shopping intention

$R^2 = 0,096$, $F(1, 39) = 4,135$, $\text{Sig} = 0,049$

	B	t	Sig
Constant	0,472	1,222	0,229
Perceived arousal	0,289	2,033	0,049

Characteristic pleasure

$R^2 = 0,239$, $F(2, 37) = 5,800$, $\text{Sig} = 0,006$

	B	t	Sig
Constant	1,969	3,188	0,003
Characteristic dominance	0,427	2,681	0,011
Family life cycle (family)	-0,465	-2,498	0,017

ARVOISA LUNDIAN ASIAKAS

Tämä kysely on osa lopputyötäni Helsingin kauppakorkeakoulussa. Toivon, että voisit käyttää noin 7 minuuttia ajastasi lomakkeen täyttämiseen. Henkilötietojasi ei kysytä lomakkeessa.

Tutkimuksen aiheena on myymäläympäristön vaikutus asiakkaisiin ja työntekijöihin. Ensimmäisellä sivulla Sinua pyydetään kuvaamaan tätä myymälää sen mukaan, minkälaisia tunteita se Sinussa herättää. Tämän jälkeen esitetään väittämiä, joissa keskitytään persoonallisuutesi liittyviin tunneperäisiin seikkoihin. Lopuksi Sinua pyydetään antamaan muutama perustieto itsestäsi.

Pyri aina valitsemaan se vaihtoehto, joka ensimmäiseksi tuntuu sopivalta. Vastauksista ei voi saada tietoa siitä, kuka henkilö mitäkin on vastannut. Tulokset tullaan esittämään tilastollisina tunnuslukuina, joista yksittäisen vastauksen erottaminen on mahdotonta.

Palauta täytetty lomake kassalle, josta saat myös pienen yllätyksen kiitokseksi vaivannäöstäsi.

Etukäteen arvokkaasta avustasi kiittäen,

Päivi Kivioja

Tämän ensimmäisen sivun tarkoitus on selvittää, mitä tunteita Lundian myymälä Sinussa herättää. Kuvaile siis sitä mielentilaa, joka eniten kuvaa tunteitasi tässä myymälässä. Pyri koko ajan ajattelemaan myymälää henkilöineen vastatessasi. Valitse jokaisen sanaparin kohdalla yksi vaihtoehto, joka parhaiten kuvaa myymälän Sinulle luomaa tunnetta. Mitä enemmän tunnet, että jompikumpi sanoista kuvaa Sinun tunnetilaasi, sitä lähemmäksi tätä sanaa laitat rastisi. (Esimerkki: ____: X : ____: ____: ____)

Iloinen	____:____:____:____:____	Surullinen
Myönteinen	____:____:____:____:____	Harmistunut
Tyytyväinen	____:____:____:____:____	Alakuloinen
Toiveikas	____:____:____:____:____	Epätoivoinen
Rentoutunut	____:____:____:____:____	Pitkästynyt
Inspiroitunut	____:____:____:____:____	Rentoutunut
Innostunut	____:____:____:____:____	Tyyni
Kiihtynyt	____:____:____:____:____	Verkkainen
Virkeä	____:____:____:____:____	Turtunut
Hermostunut	____:____:____:____:____	Tylsistynyt
Tilanteen herra	____:____:____:____:____	Valvonnan alainen
Vaikutusvaltainen	____:____:____:____:____	Vaikutuksille altis
Hallinnassa	____:____:____:____:____	Muiden huolehtima
Dominoiva	____:____:____:____:____	Alistuva
Itsenäinen	____:____:____:____:____	Johdateltu

Seuraavissa väittämissä keskitytään persoonallisuuteen liittyviin tunneperäisiin seikkoihin.

Ota kantaa väittämiin ja valitse jokaisen väittämän kohdalla yksi vastausvaihtoehto.

	täysin eri mieltä	osittain eri mieltä	ei eri eikä samaa mieltä	osittain samaa mieltä	täysin samaa mieltä
• Eräs päämäärä elämässäni on olla mahdollisimman onnellinen..... 1	2	3	4	5	
• En välitä siitä, vaikka olisinkin silloin tällöin harmistunut ja suutuksissani..... 1	2	3	4	5	
• Yritän kovasti välttää sitä, että olisin tyytymätön elämässäni..... 1	2	3	4	5	
• Tykkään olla surumielinen silloin tällöin..... 1	2	3	4	5	
• Minulle on tärkeää tuntea olevani toiveikas..... 1	2	3	4	5	
• Yleensä tunnen oloni rennoksi..... 1	2	3	4	5	
• Tunnen itseni tärkeäksi..... 1	2	3	4	5	
• En välitä siitä, vaikka tuntisinkin itseni silloin tällöin alistuneeksi..... 1	2	3	4	5	
• Eräs päämäärä elämässäni on olla jollakin tapaa tärkeä..... 1	2	3	4	5	
• Minulle on erittäin tärkeää tuntea itseni itsenäiseksi..... 1	2	3	4	5	
• Pidän siitä, että minusta huolehditaan..... 1	2	3	4	5	
• Pidän siitä, kun tunnen hallitsevani tilanteita..... 1	2	3	4	5	
• Muotoilun ja suunnittelun tulisi olla rohkeata ja jännittävää..... 1	2	3	4	5	
• Miellyttävimmän tunteen minulle luo turvallisuus..... 1	2	3	4	5	
• En kiinnitä paljoakaan huomiota ympäristööni..... 1	2	3	4	5	
• Pidän enemmän ennalta arvaamattomasta kuin rutiininomaisesta elämästä..... 1	2	3	4	5	
• Toisinaan luon itse elämäni jännitystä..... 1	2	3	4	5	
• En koskaan kiinnitä huomiota erilaisiin pintoihin ja niiden materiaaleihin..... 1	2	3	4	5	
• Pidän yllätyksistä..... 1	2	3	4	5	
• Ihannekotini olisi rauhallinen ja hiljainen..... 1	2	3	4	5	
• En pidä paljosta touhusta ympärilläni..... 1	2	3	4	5	
• Olen kiinnostunut vain siitä, mitä minun tarvitsee tietää..... 1	2	3	4	5	
• Tapaan mielelläni ihmisiä, joilta saan uusia ideoita..... 1	2	3	4	5	
• Tyytyisin aivan hyvin asumaan samalla paikkakunnalla loppuelämäni..... 1	2	3	4	5	
• Pidän vaihtelusta ja uusista asioista päivittäisessä elämässäni..... 1	2	3	4	5	
• Pidän eniten tutuista ihmisistä ja tutuista paikoista..... 1	2	3	4	5	
• Kun asiat alkavat kyllästyttää, etsin mielelläni uusia kokemuksia..... 1	2	3	4	5	
• En pidä vain huvien vuoksi tehdyistä hullunrohkeista teoista ja toimista..... 1	2	3	4	5	
• Minusta on mukavaa käydä erilaisissa paikoissa päivittäin..... 1	2	3	4	5	
• Vaihtelen harvoin huonekalujen ja muiden esineiden paikkoja asunnossani..... 1	2	3	4	5	

Lopuksi kysytään joitain taustatietoja Sinusta. Korostukseksi vielä kerrottakoon, että näitä vastauksia käytetään vain koko vastaajaryhmän tilastolliseen kuvaamiseen.

1. Sukupuoli
1) mies
2) nainen
2. Syntymävuosi _____
3. Asun
1) yksin
2) avio- / avopuolison kanssa
3) perheen kanssa / vanhempien luona
4) joku muu, mikä? _____
4. Olen käynyt tässä myymälässä
1) en kertaakaan aiemmin.
2) 1-2 kertaa.
3) 3-10 kertaa.
4) useammin.
5. Tulin hakemaan myymälästä ensisijaisesti
1) täydennystä jo olemassa olevaan Lundia -sarjaan.
2) uutta Lundia -kalustetta.
3) uusia ideoita sisustukseen.
4) muuta, mitä? _____
6. Mielestäni tämä myymäläympäristö edesauttaa tarpeisiini sopivan tuotteen löytymistä
1) paljon.
2) jonkun verran.
3) melko vähän.
4) ei ollenkaan.
7. Uskon palaavani tähän myymälään ostoksille uudelleenkin
1) hyvin todennäköisesti.
2) melko todennäköisesti.
3) melko epätodennäköisesti.
4) hyvin epätodennäköisesti.
8. Aion ostaa jonkun Lundian tuotteen
1) hyvin todennäköisesti.
2) melko todennäköisesti.
3) melko epätodennäköisesti.
4) hyvin epätodennäköisesti.
9. Lopuksi, miten kuvailisit omin sanoin tätä myymälää ja sen työntekijöitä lyhyesti?

KIITOS VAIVANNÄÖSTÄSI!